Appendix - D

Emirates BD TASKS

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| --- | --- | --- | --- | --- |
| No | Task | Done | Approved | Notes |
| 1 | Competitor’s Analysis   1. Concept / Business 2. Website 3. Social media | 🗹  🗹  🗹  🗹 | -  -  -  - |  |
| 2 | Content writing   1. Website content 2. Company profile content 3. Flyer / brochure content | 🗹  🗹  🗹  🗹 | -  -  -  - |  |
| 3 | Strategic plan / Project milestones | 🗹 |  |  |
| 4 | Business Plan / Marketing Plan | 🗹 |  |  |
| 5 | Business presentation for  a. Investor / Partner  b. Targeted clients (Individuals/Companies & Org.) | -  -  - | -  -  - |  |
| 6 | Branding / Identity finalizing |  |  |  |
| 7 | Marketing materials development (content / design) ex. Emails, Giveaways,.. | 🗹 |  |  |
| 8 | Social Media Plan   1. SMM Initial Action Plan (IAP) 2. SMM Monthly Action Plan (MAP) | -  -  🗹 | -  -  - |  |
| 9 | Website / Platform Development |  |  |  |
| 10 | Launching Plan development | 🗹 |  |  |
| 11 | Internal Quality Policy development (Basic) | 🗹 |  |  |

Appendix – D-1

Emirates BD TASKS Description

|  |  |  |
| --- | --- | --- |
| No | Task | Description |
| 1 | Competitor’s Analysis   1. Concept / Business 2. Website 3. Social media |  |
| 2 | Content writing   1. Website content 2. Company profile content 3. Flyer / brochure content |  |
| 3 | Strategic plan / Project milestones | Listing all the functionalities that we want to include in the EBD, and categorizing these ideas into stages. |
| 4 | Business Plan / Marketing Plan | The official document that sets out a business' future objectives and the strategies for achieving them. |
| 5 | Business presentation for  a. Investor / Partner  b. Targeted clients (Individuals/Companies & Org.) | Turning the content created in item 2 into two video/PowerPoint presentations. |
| 6 | Branding / Identity finalizing | Creating the brand’s visual elements. Logos, stationary, etc. |
| 7 | Marketing materials development (content / design) ex. Emails, Giveaways,.. | Creating a bank of items/techniques used in EBD marketing campaign. Inspired by the ideas compiled in item no. 1 |
| 8 | Social Media Plan   1. SMM Initial Action Plan (IAP) 2. SMM Monthly Action Plan (MAP) |  |
| 9 | Website / Platform Development |  |
| 10 | Launching Plan development | Listing the steps that will enable us to execute the plan in item no. 3, after adding the timeframe for each step & milestone. |
| 11 | Internal Quality Policy development (Basic) | A basic policy comprising shortened descriptions of the operations inside the EBD. |