



**RESOURCE
LINKED**

BRAND AMBASSADOR PROGRAMS

WHY RESOURCE LINKED?

Extensive Data Base of retail advisors and instore brand ambassadors



Extensive experience in managing BA programs
→ setup the BA program for L'Oreal and Pond's



Current BA Program Clients





BA profile - Customer Experience X effective selling.

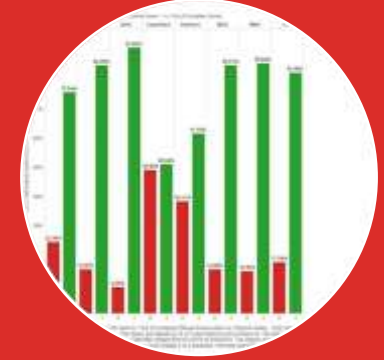
Client specific BA database for quick hire



BA Training - Brands + Grooming + Effective Selling + Flagship IS



BA Flagship IS- Tertiary Sales, SLOBS vs OSA, Tester tracking, Attendance, Look of Success



Data Analytics - Effective, Actionable, Real Time



BA On RL Headcount

- BA on RL headcount and HR management

BA Payroll

- Transparent, timely and legally compliant payroll and benefits

BA Recruitment

- Quick hire solution with Client dedicated BA database as per agreed profile

BA Management Structure

- On-ground account management structure to ensure RL delivery on BA metrics - profile, discipline, transport, uniforms etc

BA Training

- Periodic calendar focused on Sales X Brands X Grooming

BA Connect and Retention

- 6 monthly reward and recognition tool to build BA ownership of Client



2000 + strong current vendor managed mass staffing database



Will be tailored to Client BA profile - constantly updated



Existing Quick Hire solution - experienced in sales and BA staff hiring for the last 2 years - we are the only ones who specialize in this





BA's don't show up at work
and difficult to monitor



GPS TAG home and shops,
daily movement tracker
will be seen

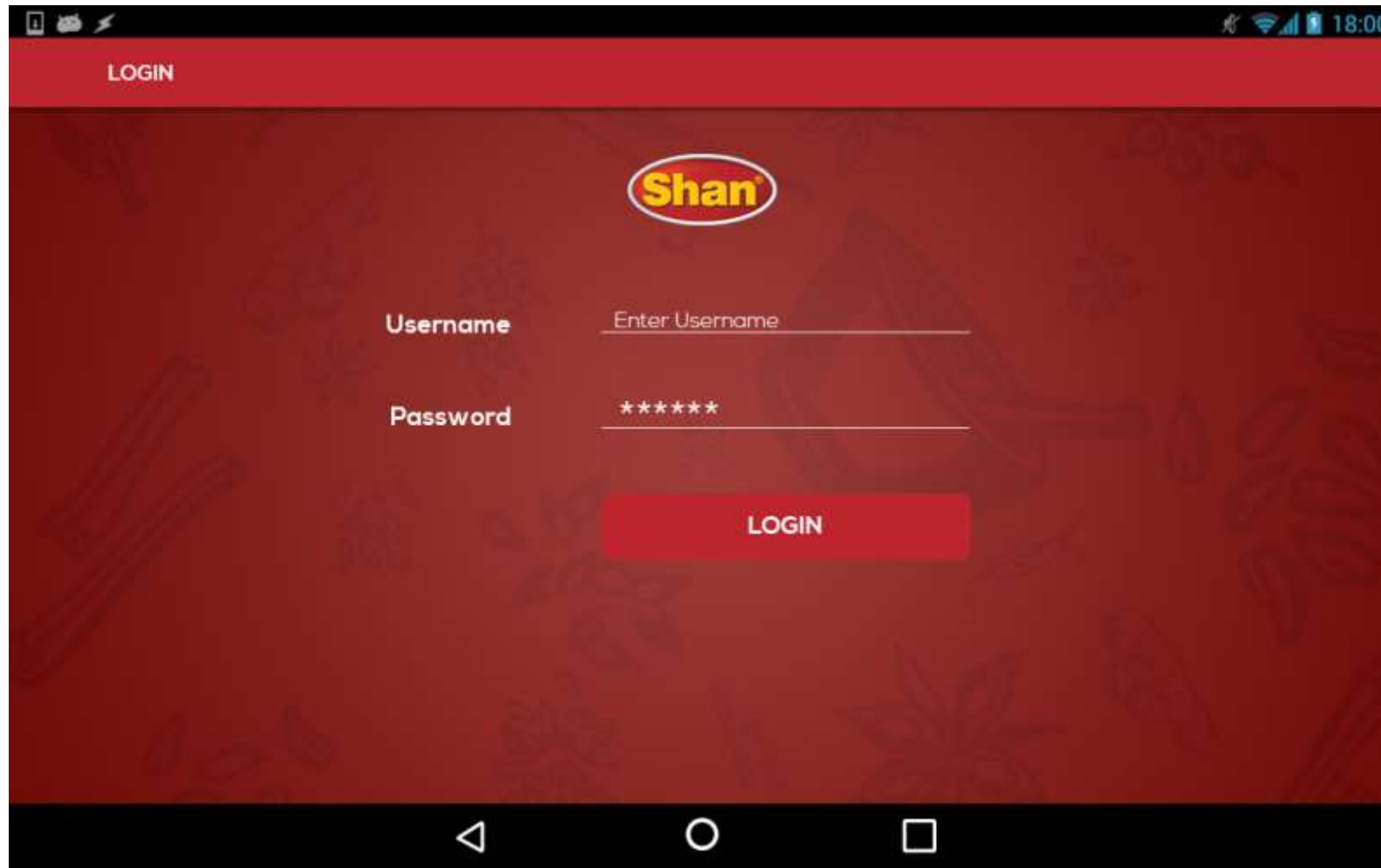


Anyone not adhering gets
warning and fired, salary cuts



A SHORT GLIMPSE OF TECHNOLOGY

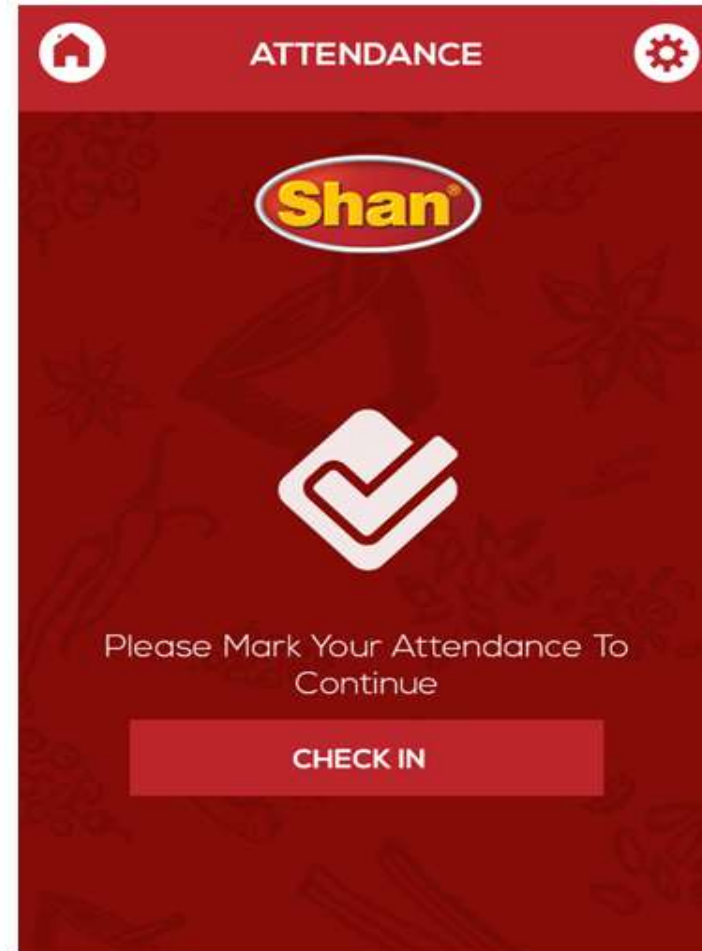
- Attendance
- Time Stamping
- Geo Coordinates
- Interception Timings
- Customer Data Collection
- Tertiary Sales Module



The image shows a mobile application login screen. At the top, there is a dark red header with the word "LOGIN" in white. Below the header is a large red area with a faint background pattern. In the center, the "Shan" logo is displayed in a yellow oval. Below the logo, there are two input fields: "Username" with the placeholder text "Enter Username" and "Password" with six asterisks. A red "LOGIN" button is positioned below the password field. The screen is framed by a black border, and the bottom shows the standard Android navigation bar with back, home, and recent apps icons. The top status bar shows various icons and the time "18:00".

BA Login with Location Coordinates

- The Brand Ambassador will be able to check-in everyday which will mark the attendance for the current day.
- The check-in will record the time and location coordinates of the BA.



Customer Information:

The Brand Ambassador will **input customer's data and mark** it either as a productive call or a non-productive call.

The customer's name, contact detail and the current choice of brand will be taken as an input. This would determine whether a productive call is of a conversion or existing Shan user.

If the call is productive then BA will select Next button for range and SKU selection otherwise BA will select Non-Productive and complete the call.

The screenshot shows a mobile application interface for the Shan brand. At the top, it says "Welcome, FatimaAbbasi". The Shan logo is prominently displayed in the center. Below the logo, there are three input fields: "Name" with the placeholder "Enter Customer Name", "Phone No." with the placeholder "Enter phone number", and "Current Brand" with the placeholder "Select Brand". At the bottom, there are two buttons: a yellow "NON-PRODUCTIVE" button and a red "NEXT" button. The background features a faint pattern of various food items. The top status bar shows the time as 5:30 PM and 15% battery.

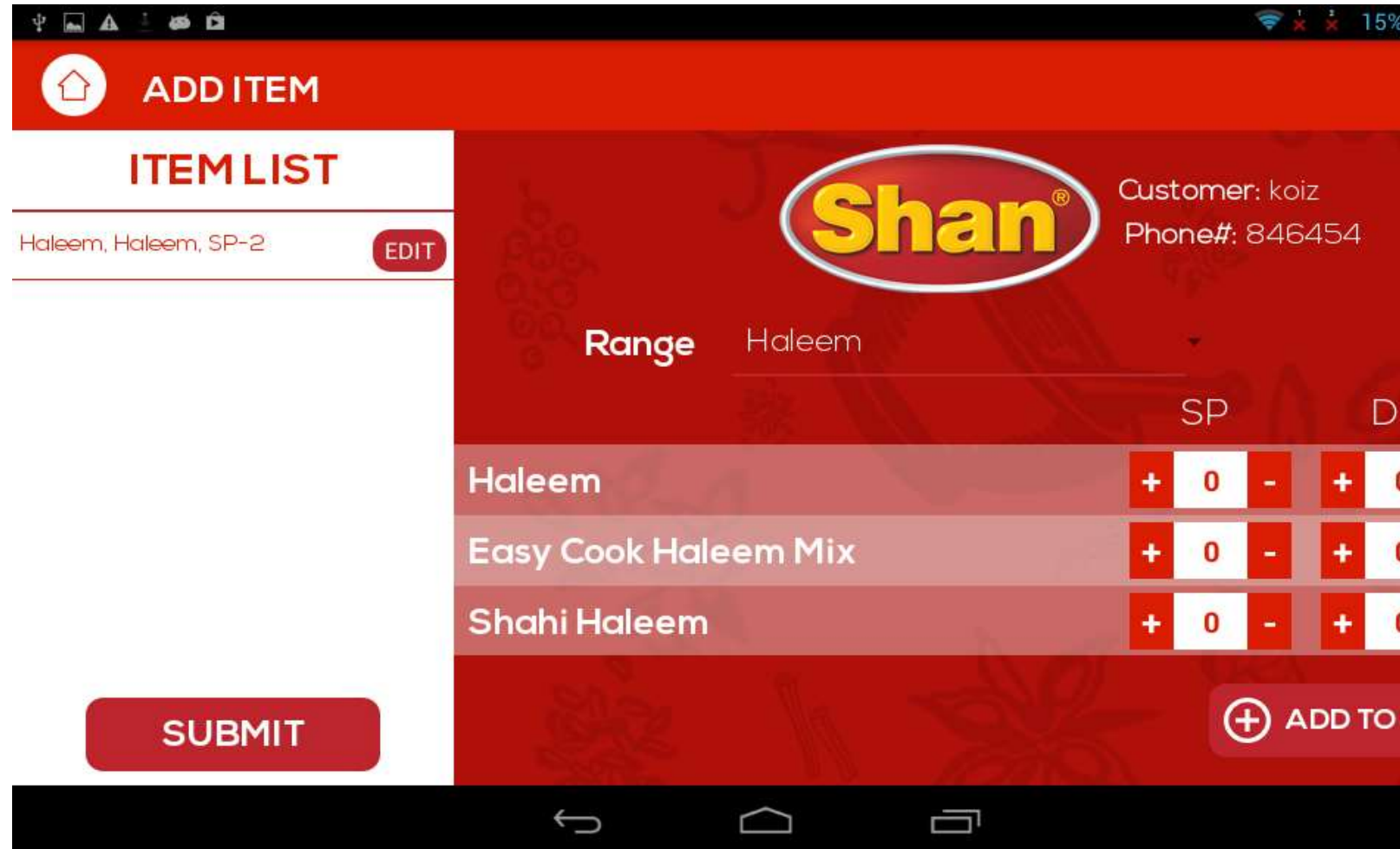
Productive Call:

For a productive call, the complete list of ranges and product items will be available to the BA for selection.

Multiple items can be selected for each range and multiple ranges can be inserted at once.

Existing items added can be edited or deleted based on the **BA's need**.

Offline support will be available in case the BA is not connected to the internet. Upon availability of a successful internet connection, the complete offline data will be synced automatically to the server.



ADD ITEM

ITEM LIST

Haleem, Haleem, SP-2 **EDIT**

Shan® Customer: koiz
Phone#: 846454

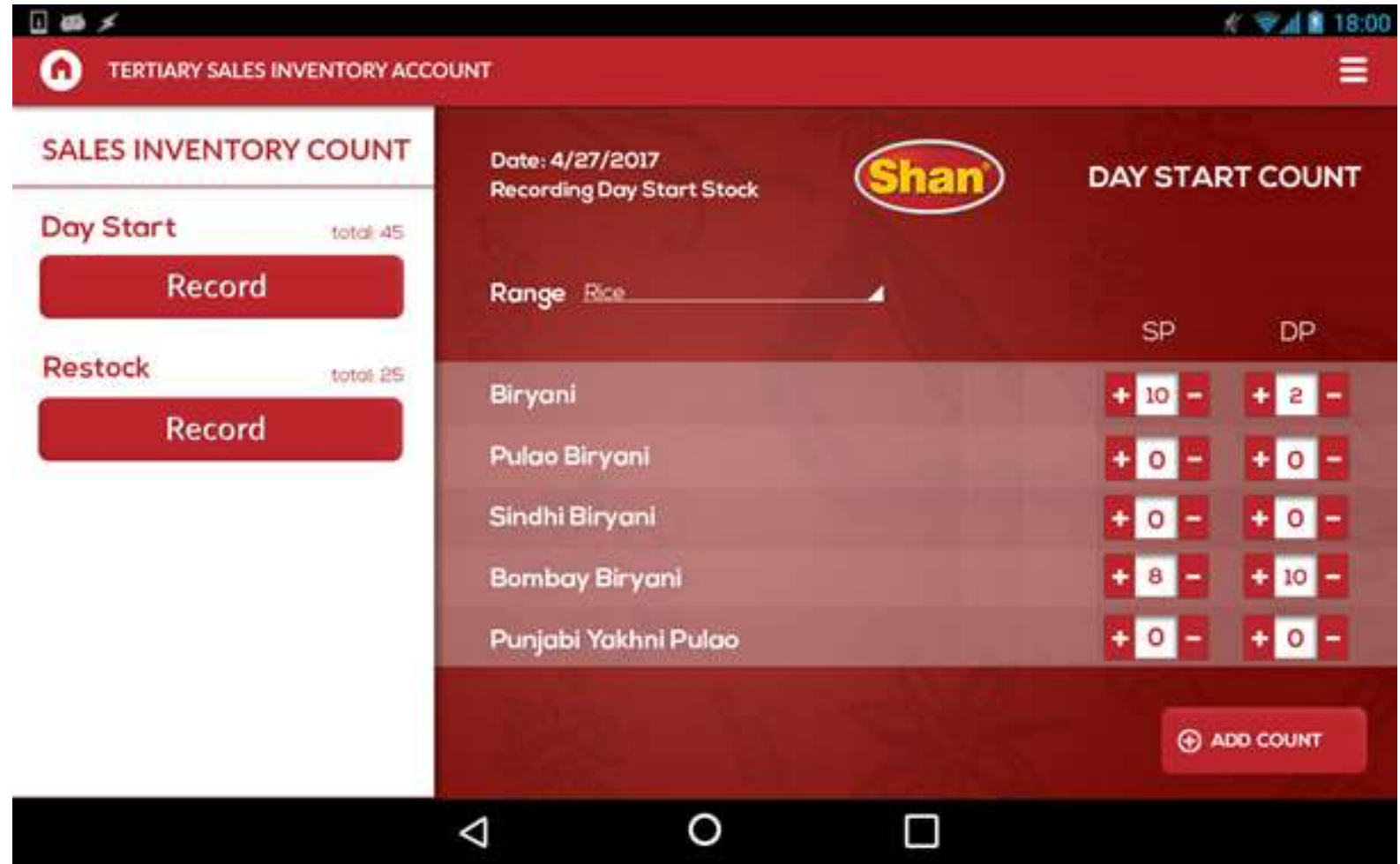
Range: Haleem

	SP	D
Haleem	+ 0 -	+ 0
Easy Cook Haleem Mix	+ 0 -	+ 0
Shahi Haleem	+ 0 -	+ 0

SUBMIT **+ ADD TO**

Tertiary Inventory Management

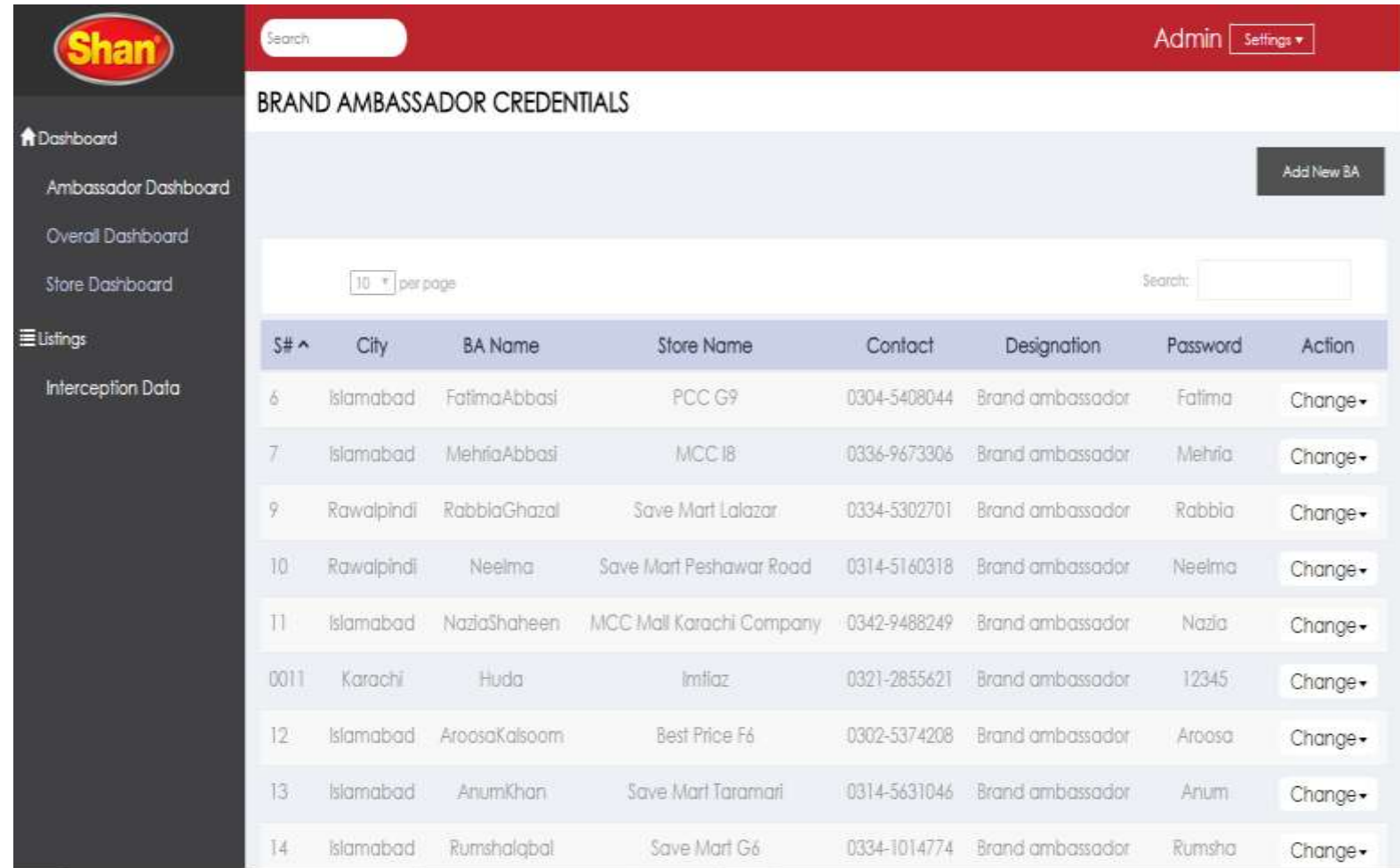
- The on shelf inventory will be maintained for each store with two options to input inventory.
- Day Start Inventory
- Restock Inventory
- For this purpose we have to align BAs with the store opening timing for better authenticity of tertiary sales data.



REPORTING DASHBOARD & ANALYTICS

Admin Dashboard

- A web based admin dashboard will be available to modify/update any existing Brand **Ambassador's details and logins.**
- All mobile-based login accesses will be controlled For each BA through the admin dashboard.
- It will have the option to update, delete and add new Brand Ambassadors.

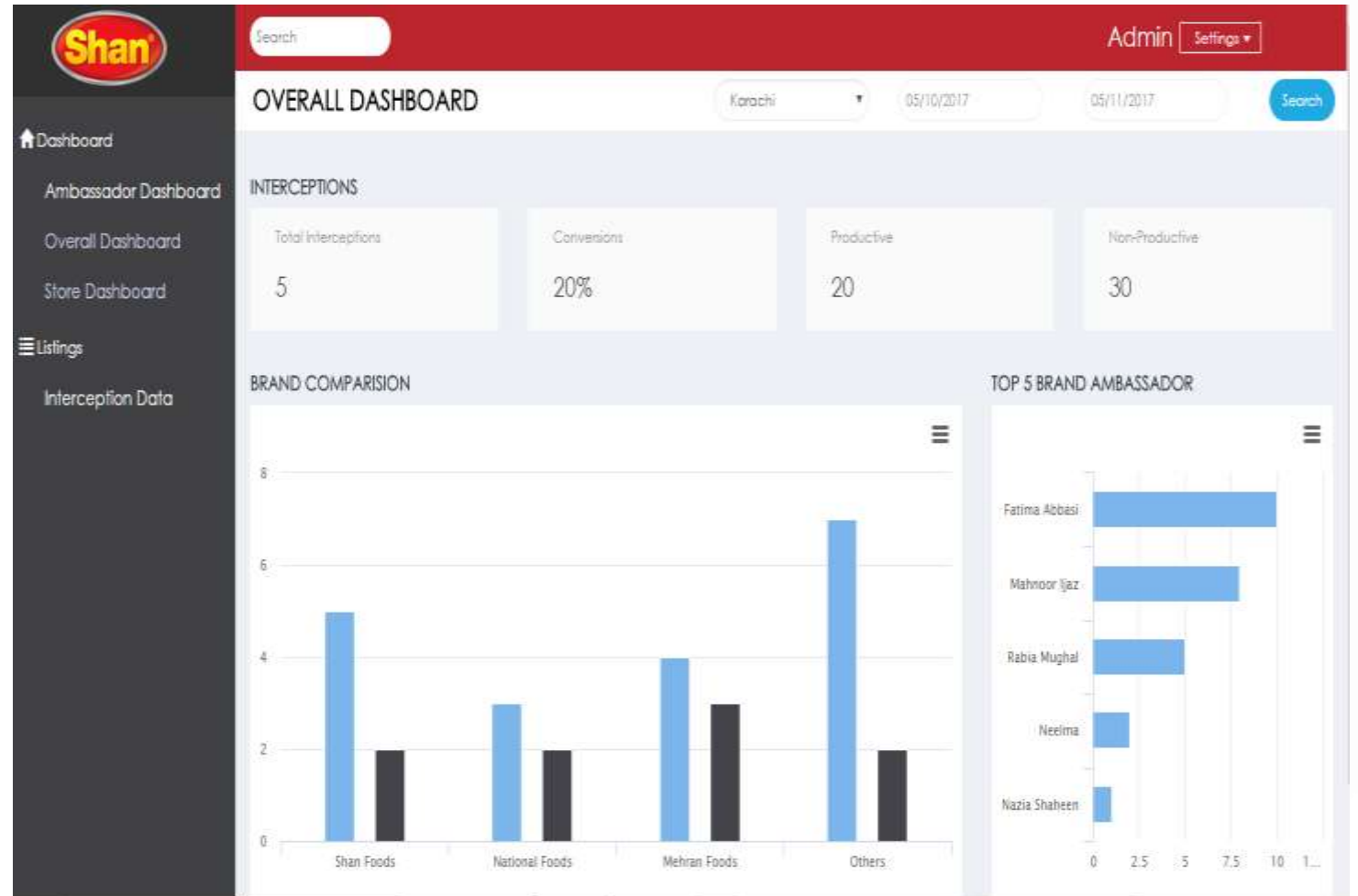


The screenshot displays the 'BRAND AMBASSADOR CREDENTIALS' page in the Shan Admin Dashboard. The interface includes a search bar, a navigation menu on the left, and a table of ambassador data. A 'Settings' dropdown menu is visible in the top right corner.

S# ^	City	BA Name	Store Name	Contact	Designation	Password	Action
6	Islamabad	FatimaAbbasi	PCC G9	0304-5408044	Brand ambassador	Fatima	Change ▾
7	Islamabad	MehriaAbbasi	MCC 18	0336-9673306	Brand ambassador	Mehria	Change ▾
9	Rawalpindi	RabbiaGhazal	Save Mart Lalazar	0334-5302701	Brand ambassador	Rabbia	Change ▾
10	Rawalpindi	Neelma	Save Mart Peshawar Road	0314-5160318	Brand ambassador	Neelma	Change ▾
11	Islamabad	NaziaShaheen	MCC Mall Karachi Company	0342-9488249	Brand ambassador	Nazia	Change ▾
0011	Karachi	Huda	Imtiaz	0321-2855621	Brand ambassador	12345	Change ▾
12	Islamabad	AroosaKalsoom	Best Price F6	0302-5374208	Brand ambassador	Aroosa	Change ▾
13	Islamabad	AnumKhan	Save Mart Taramari	0314-5631046	Brand ambassador	Anum	Change ▾
14	Islamabad	Rumshalqbal	Save Mart G6	0334-1014774	Brand ambassador	Rumsha	Change ▾

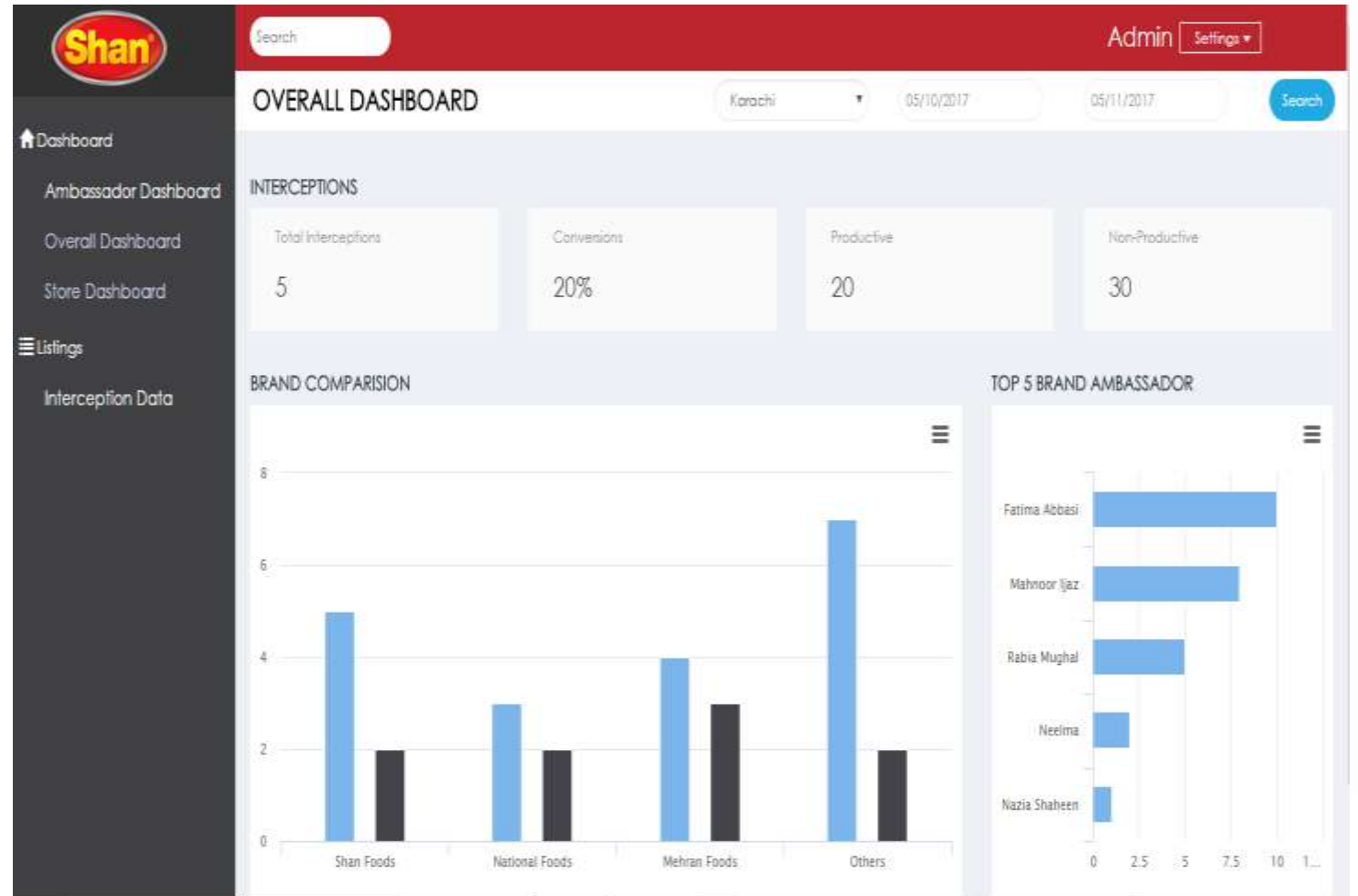
Reporting Dashboard

- A web based reporting dashboard will be available showcasing the overall aggregate analysis of the Interception data across regions.
- This will be a custom page and can include multiple custom reports as per requirements.



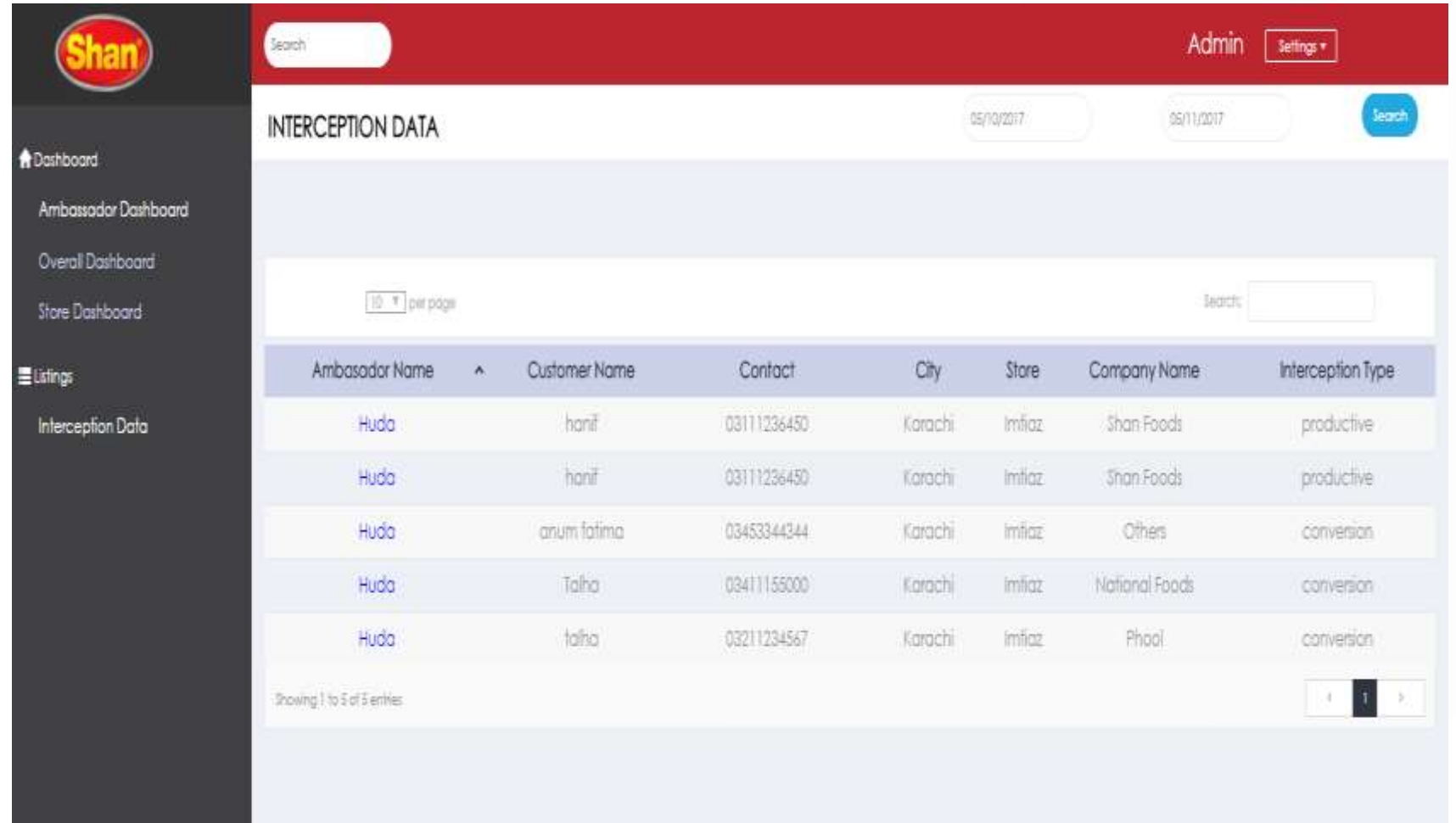
Brand Ambassador Dashboard

- This dashboard will be related to the reports of the selected brand ambassador including
- Attendance and Interceptions.
- This will be a custom page and can include multiple custom reports as per requirements.



Interception Data

- Every single interception along with all the details would be listed down on this page and all the details can be viewed and also can be downloaded as CSV file.



The screenshot shows a web dashboard for 'Shan' with a sidebar menu and a main content area. The sidebar includes links for Dashboard, Ambassador Dashboard, Overall Dashboard, Store Dashboard, Listings, and Interception Data. The main content area is titled 'INTERCEPTION DATA' and features a search bar, date filters for 05/10/2017 and 05/11/2017, and a table of interception records. The table has columns for Ambassador Name, Customer Name, Contact, City, Store, Company Name, and Interception Type. There are 5 entries shown, with pagination controls at the bottom indicating 'Showing 1 to 5 of 5 entries'.

Ambassador Name	Customer Name	Contact	City	Store	Company Name	Interception Type
Huda	hanif	03111236450	Karachi	Imfiaz	Shan Foods	productive
Huda	hanif	03111236450	Karachi	Imfiaz	Shan Foods	productive
Huda	anum fatima	03453344344	Karachi	Imfiaz	Others	conversion
Huda	Talha	03411155000	Karachi	Imfiaz	National Foods	conversion
Huda	talha	03211234567	Karachi	Imfiaz	Phool	conversion

Application

- Real time data Tracking
- Automated feedbacks
- Brand Ambassador's tracking & Auditing
- Offline support
- Tertiary sales
- We can play new advertisement or any brand video

Dashboard

- Custom filters
- Custom reports
- Real time reports
- 24/7 remote access

THANK YOU

Looking forward to working with you.