



www.aktis.us * sanjiv@aktis.us

A Niche Resource

Investing towards Productivity & Profitability

Promotional Products!!

As soon as I say this, the mind jumps to the branded products used by corporations for various activities → some of the more common being →

- Sales & marketing activities
- Award and recognition programs
- Awareness Campaigns

But the true value of promotional products is that:

Promotional products are the perfect candidate for embedding into the business process

- These products are an investment the corporation makes and should be treated as a factor of production for →
 - Bridge building
 - Flattening the company barriers to productivity and profitability
- The return on the investment in promotional products can be measured by →
 - Establishing metrics for outcome expectations
 - Treating behavior based outcomes in quantifiable terms

The role of Aktis Enterprise Inc. in this process:

- We make it a mission to understand the client's drivers and expectations.
- It is important to understand:
 - Client's corporate culture
 - Client's business environment
 - Client's needs and points of pain
 - Client's outcome expectations for a given investment

Aktis Enterprise Inc. has amassed 75 years of joint experience

Working with corporate partners through many business cycles thus developing the skills to embed ourselves in the business process and to ease some of the pain in sustaining a team effort and stimulating productivity as well as profitability as bridges are built within the organization and between the external partners such as clients, suppliers and contractors.

A summary thought

Promotional products are not a marketing expense. They are an investment you make into your business process and I would like the opportunity to help you get a return on that investment.