

Distribution Channel and Plan 1

PP2030 Book – Hard Copy (Hard Cover Book)

Place/Channel	Main Purpose	Fee Type	Target	No. of Copy
Borey project showroom & lobby	Free reading for quests	Purchase	50 locations	250
Condominium showroom, lobby area	Free reading for quests	Purchase	50 locations	250
Bank and FI's lobby area	Free reading for quests	Purchase	100 locations	500
Real estate firm	Free reading for quests	Purchase	200 locations	200
NGO	Free reading for quests	Purchase	50 locations	250
Offices in a large office building (like GIA,	Free reading for quests	Purchase	50 buildings (1000 offices)	1000
Large company	Free reading for quests	Purchase	50 locations	250
Law firm	Free reading for quests	Purchase	10 locations	50
Biz Association	Free reading for quests	Purchase	10 locations	50
Chamber of Commerce	Free reading for quests	Purchase	10 locations	50
Embassy	Free reading for quests	Purchase	20 locations	100
International Agency (like USAID, JICA, ADB)	Free reading for quests	Purchase	20 locations	100
University-institute, public-private higher education library	Free reading for students, teachers, guests	Free	50 locations	250
Private school-high school library	Free reading for students, teachers, guests	Free	20 locations	100
Public-private library	Free reading for students, teachers, guests	Free	20 locations	100
Bookstore-stationary	Bookshelf, display	For sale	20 locations	100
Five-star hotel	Bookshelf, display	For sale	30 locations	150
Airport	Bookshelf, display	For sale	2 locations	40
Ministry, Gov't department-organization	Free reading for guests	Purchase	100 locations	500
Café, restaurants	Bookshelf, display	For sale	50 locations	250
Individual-retail buyers	For self-development	For sale	500 hard copies	500
Other channels	--	--	100 hard copies	100
				5,140

Estimated Reach from Hard Copy

Hard Copy: Readership and Estimated Reach				
(A copy of a report is estimated to reach 5 to 10 readers/subscribers)				
Est. Locations Delivered	Est. No. of Copy Distributed	Est. Low Reach	Est. Mid Reach	Est. High Reach
1,512	5,140	5,140	25,700	51,400

Distribution Channel and Plan 2



PP2030 Book – Digital Version

(App and Kindle for mobile and desktop)

Channel	Strategy	Target Reach	Standard Industry Average	Our Estimate based on our product	Least Estimated Booking	High Estimated Booking
LinkedIn	Sponsor ads, marketing campaigns, everyday updates, video, artwork, posts, lead to landing pages	300K-500K	2.35%	0.3%-0.5%	900	1,500
Facebook + Instagram	Sponsor ads, marketing campaigns, everyday updates, video, artwork, posts, lead to landing pages	0.75M - 1.0M	Face=9.21%, Inst. = 1.08%	0.2%-0.5%	1,500	2,000
Tik Tok	Sponsor ads, marketing campaigns, everyday updates, video, artwork, posts, lead to landing pages	1.0M-2.0M	3.40%	0.1% - 0.3%	1,000	2,000
YouTube	marketing campaigns, everyday updates, video campaign, lead to landing pages	10K-20K	12%	0.1%-0.3%	10	20
Email Platform	Sending email newsletter, video campaign, artwork, lead to landing pages	25K-100K		5%-10%	1,250	2,500
Direct sale, internal sale team, event, agency + our existing client and network	Direct sale, cold call, network, telegram, other communication channel, lead to close sale	2.5K-5K		20%-40%	500	1,000
Estimated Successful Booking					5,160	9,020