



# CORPORATE PROFILE

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## MANAGEMENT SERVICES



# ABOUT US

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**We are Bold, Experts, Thinkers, Marketers.**



For more than 15 years, Our executive management have helped clients identify market opportunities, develop solid strategies, create scalable processes, and build stronger teams.

We are your consulting team, dedicated to achieving your goals. We are the spirited side of professional services marketing, where left-brain meets right-brain. From strategic marketing plans and branding to websites, social media, marketing automation, and everything in between, our marketing services identify market opportunities, develop solid strategies, create scalable processes, build stronger teams, and produce measurable, business impacting results. We are more than a marketing firm—we are your marketing partner.

The **popup** Agency Branding Protocol is a proprietary process providing strategic marketing and branding services that leads clients through goal setting, branding and positioning to the development and implementation of specific tactics. POPUP AGENCY serves service-based firms in the accounting, consulting, engineering, financial, insurance, information technology, human resources, architectural, construction, security, real estate, hospitality, F&B, beauty & wellness and healthcare industries.

# AN AGENCY WITH **BOLD THINKING AND INSPIRED IDEAS**

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## **MISSION**

Provide professional consulting services to companies, governments, and private entrepreneurs who are seeking expert advice and creative solutions in building, growing, and achieving their objectives and potential.



## **VISION**

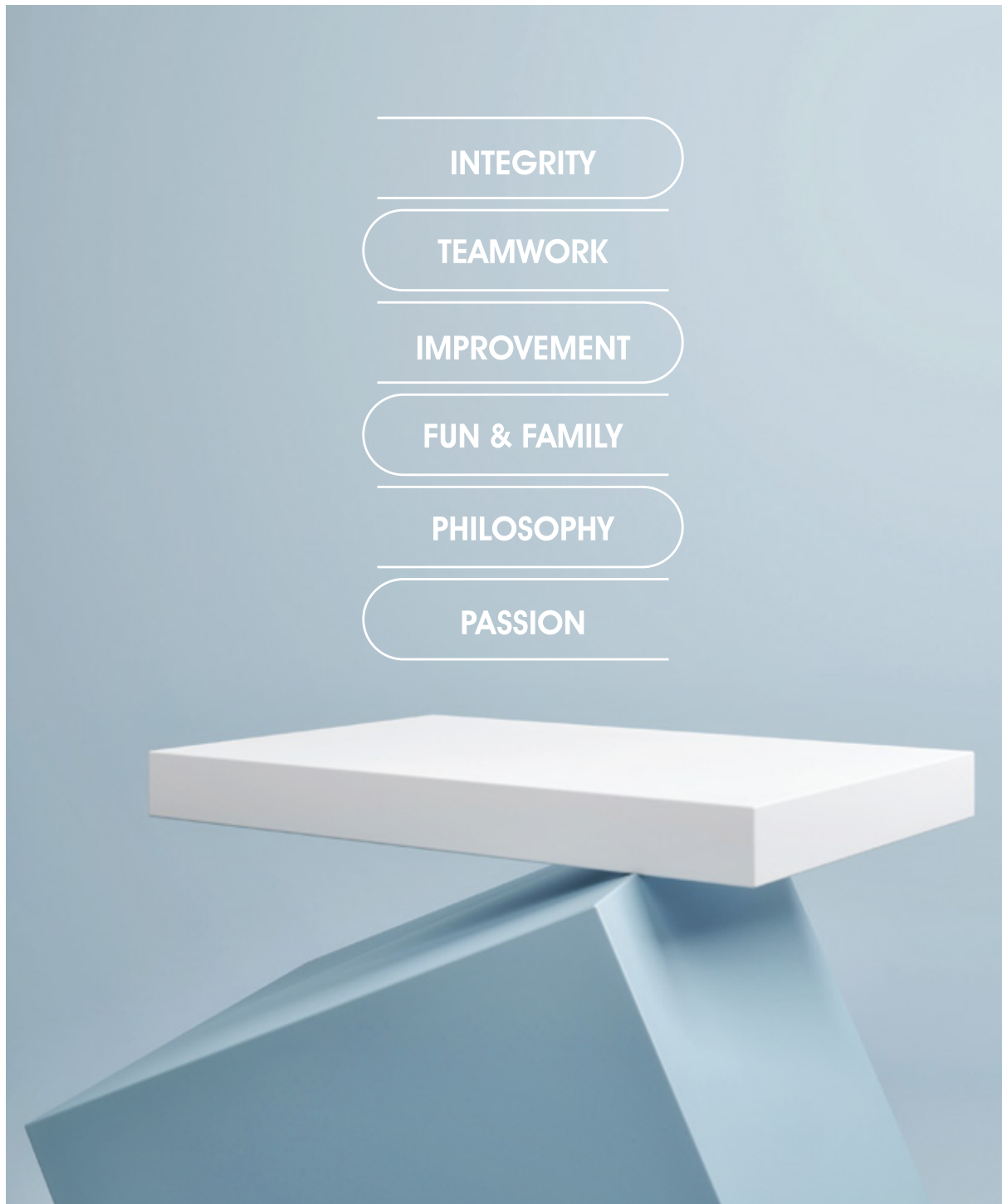
Become the one and only Consultancy and Management Company of their choice and partner. Deliver services that create opportunities that benefit our clients, their business, and our business by utilizing new technologies that utilize marketing and management strategies effectively.

Deserving our client's trust by being true and accountable for our actions.

# VALUES

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At POPUP we operate on a specific set of principals – our Core Values – and everything we do signifies our S.M.A.R.T capabilities in times of our doubts, our core values are always pulling us back on track.



# THE PRESENCE OF POPUP IN MANAGEMENT!

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As Popup Agency focuses on several range of professional services the involvement of overseeing, coordinating, and optimizing various aspects of an organization's operations, resources, and activities to achieve specific goals and objectives are the main concern. With the provision of our internal teams and experts we provide professional management guidelines to every particular business. These guidelines vary widely based on the specific needs and industry of the organization.





# THE EDGE OF POPUP MANAGEMENT EXPERTS

CORPORATE BRANDING

MARKETING AND ADVERTISING MANAGEMENT

PROJECT MANAGEMENT

OPERATIONS MANAGEMENT

STRATEGIC MANAGEMENT

FINANCIAL MANAGEMENT

IT MANAGEMENT

HUMAN RESOURCE MANAGEMENT

MEDIA AND DIGITAL PRODUCTION

Popup Agency in these services mainly deals with the process of creating and establishing a strong and cohesive identity for a company, encompassing its values, mission, culture, products, and services. It is where our experts derive such distinct and consistent image that resonates with the target audience and sets the company apart from its competitors. Popup Agency Experts believes that is not up to the corporate logo and design, but it is through the entire perception and experience that stakeholders, including customers, employees, investors, and the public. With all the different aspects of corporate branding Popup Agency Experts deals with the following elements:

# CORPORATE BRANDING

BRAND IDENTITY

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BRAND MESSAGE

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CONSISTENCY

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CUSTOMER EXPERIENCE

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EMPLOYEE ENGAGEMENT

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DIFFERENTIATION

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LONG-TERM STRATEGY

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REPUTATION MANAGEMENT

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CULTURAL IMPACT

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MARKET POSITIONING

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With Popup Agency Experts effective strategic planning and tactical execution, we primarily aim in understanding, attracting, engaging, and satisfying customers, where these involves the process of creating, delivering, and exchanging value with customers to achieve the organization's goals. On the other side as subset of marketing we focus on using various communication channels to promote products, services, or brands to a wide audience in creating a persuasive message which captures attention and encourage action from the target audience.

# MARKETING & ADVERTISING

MARKET RESEARCH

SEGMENTATION AND TARGETING

POSITIONING

PRODUCT DEVELOPMENT

PROMOTION

DISTRIBUTION STRATEGY

MESSAGE CREATION

MEDIA PLANNING

CAMPAIGN MANAGEMENT

CREATIVITY

MEASUREMENT AND ANALYTICS

TARGETING

BRAND BUILDING





In line with every company project Popup Agency Experts best practice is to plan, organize, execute and control various aspects of a corporate projects in achieving specific goals and objectives within a defined scope, budget, and timeline. Our Experts helps and provide professional approach in coordinating resources, teams, tasks, and activities to deliver a successful outcome and ensure complex tasks and initiatives effectively and efficiently.

# PROJECT MANAGEMENT

PROJECT INITIATION

PROJECT PLANNING

SCOPE MANAGEMENT

RESOURCE ALLOCATION

TASK SEQUENCING AND SCHEDULING

RISK MANAGEMENT

COMMUNICATION

EXECUTION

MONITORING AND CONTROL

QUALITY ASSURANCE

STAKEHOLDER MANAGEMENT

CLOSURE



In connection to the delivery of goods and services, popup agency experts provide the best approach on designing, overseeing, and controlling the processes and activities of such corporate operations. Our experts ensures that all must be in effective and efficient way of delivering high value products or services.

# OPERATIONS MANAGEMENT

PROCESS DESIGN AND IMPROVEMENT

CAPACITY PLANNING

INVENTORY MANAGEMENT

SUPPLY CHAIN MANAGEMENT

QUALITY CONTROL AND ASSURANCE

LOGISTICS AND DISTRIBUTION

SCHEDULING AND SEQUENCING

WASTE REDUCTION MANAGEMENT

RISK MANAGEMENT

CONTINUOUS IMPROVEMENT

PRODUCTS & SERVICES SALES MANAGEMENT



In achieving the dynamic competitive landscape of a business, our experts particularly deal in making informed decisions about the allocation of resources, setting objectives, and adapting to changes in the internal and external environment. We consider some key concepts which will contribute to a business competitive advantage:

# STRATEGIC MANAGEMENT

STRATEGIC PLANNING

SWOT ANALYSIS

MISSION AND VISION STATEMENTS

SETTING OBJECTIVES

STRATEGY FORMULATION

BUSINESS MODEL INNOVATION

COMPETITIVE ADVANTAGE

STRATEGY IMPLEMENTATION

ORGANIZATIONAL STRUCTURE

MONITORING AND CONTROL

ADAPTATION AND FLEXIBILITY

STRATEGIC LEADERSHIP



In achieving the dynamic competitive landscape of a business, our experts particularly deal in making informed decisions about the allocation of resources, setting objectives, and adapting to changes in the internal and external environment. We consider some key concepts which will contribute to a business competitive advantage:

# FINANCIAL MANAGEMENT

SETTING FINANCIAL GOALS

BUDGETING

CASH FLOW MANAGEMENT

DEBT MANAGEMENT

INVESTMENT PLANNING

RETIREMENT PLANNING

TAX PLANNING

RISK MANAGEMENT

ESTATE PLANNING

EMERGENCY FUND

FINANCIAL EDUCATION AND LITERACY

REVIEW AND ADJUSTMENTS

With our technological expertise, we provide you solutions within the process of planning, organizing, coordinating, and controlling the various aspects of an organization's information technology resources and infrastructure. Our main goal here is to ensure that technology resources are effectively utilized to support the organization's business objectives, improve operational efficiency, enhance customer experience, and maintain a competitive edge.

# IT MANAGEMENT

IT STRATEGY

INFRASTRUCTURE MANAGEMENT

APPLICATION MANAGEMENT & DEVELOPMENT

PROJECT UPGRADES & MANAGEMENT

SECURITY MANAGEMENT

RISK MANAGEMENT

VENDOR MANAGEMENT

IT SERVICE MANAGEMENT (ITSM)

CLOUD COMPUTING MANAGEMENT

CHANGE OR MIGRATION MANAGEMENT

DATA MANAGEMENT

IT STAFF MANAGEMENT

BUSINESS CONTINUITY PLANNING

Popup agency human resource experts provides best practices in overseeing and managing the people within an organization to effectively contribute to the organization's goals and objectives. It is where we will manage to apply these best practices on corporate activities, processes, and strategies aimed at recruiting, developing, retaining, and optimizing the performance of employees.

# HUMAN RESOURCE MANAGEMENT

RECRUITMENT AND SELECTION

ONBOARDING AND ORIENTATION

TRAINING AND DEVELOPMENT

PERFORMANCE MANAGEMENT

COMPENSATION AND BENEFITS

EMPLOYEE RELATIONS

EMPLOYEE ENGAGEMENT

WORKFORCE PLANNING

HR INFORMATION SYSTEMS (HRIS)

HEALTH AND SAFETY

LABOR RELATIONS

LEGAL COMPLIANCE

TALENT MANAGEMENT

EXIT AND TERMINATION



# MEDIA AND DIGITAL PRODUCTION

MOTION GRAPHICS

PRODUCTION PRINT

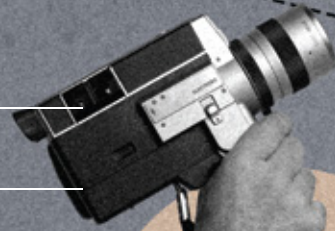
PROJECTION MAPPING

PHOTOGRAPHY

IN-HOUSE STUDIO

VIDEO PRODUCTION & DRONE SERVICES

AUDIO-VISUAL RENTALS



POPUP AGENCY

REACH

US

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" In the complexity of organizational success, management services serve as the conductor, harmonizing resources, strategies, and people to orchestrate seamless operations and achieve the crescendo of excellence. "



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# YOUR POINT OF PRESENCE

LET POPUP BE THE REASON  
OF YOUR GROWTH.





**popup agency**

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