# FUTURE VISION

# CV of
# FUTURE VISION Co.

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**FUTURE VISION**
Branding, Marketing & Advertising

#1, 1ST FLOOR, 1ST ENTRANCE OF IRAN BULD., DR. SHARIATI BLVD.,
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## Introduction to the company:

With the knowledge of serious shortage of managerial consultancy existed in Iran market industry, and with a comprehension vision in science and technology of today's management and commerce world, Future Vision Co. has started a vast research in marketing and relative subjects since 2004.

Some, but not all, of the company's missions are listed as; creating quality through creating good feelings, lasting relationship with the clients, in creating the competitive advantages for business in a scientific manner, creative and timely branding, marketing and advertising and much more.

## Mission:

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## Vision:

To be the very first choice and the most impressing in branding, marketing and advertising fields are what our management focuses to accomplish.

## Values:

These are some of our delivered promises to our clients:
• Client-oriented approaches
• Science-oriented services
• Prioritized services and improvement of clients to financial interests
• Maintaining a highly dynamic and lively work environment
• Creativity-oriented process
• Valuing manpower and labor
• Ongoing training and updating of clients and personnel

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## Activities and Capabilities:

### *Department of Branding*

**Branding Consulting and Strategy Programs**

Our work focuses on brand management, including competitive positioning, and the impact that marketing mix and resource allocation have on sales and profits.

As products and services become more difficult to differentiate, branding that cultivates a strong, trusted image can help build a larger, more loyal customer base. FVC has approach to brand management, marketing mix and resource allocation with more than doubles revenue growth rates.

We begin by mapping the market share and profit position of the client's brands relative to its competitors. We then help clients apply that information to manage brand portfolios, from the development of strategy to tactical allocation of resources. Properly managed, a powerful brand name, coupled with effective consumer and trade marketing, can be a formidable competitive weapon.

We develop insights that work for our clients. Our approach and recommendations are highly customized and lead to practical actions. Read some of our experts' perspectives on important issues—for our clients and their industries.

We have a dedicated team of experts that focus on marketing and brand strategy opportunities.

**The Implemented Projects and Running Plans:**

1. Branding, performing the Seven Step model designing of branding including strategic planning for the construction of "Tehran Jaam" building with employment of Mellat bank,
2. Online planning for branding and advertising campaign for the website "Limo" and related services
3. Designing strategic plans, brand naming and designing a unique visual identity for "Ab-Tab" bars-book shop, Shiraz, Molla-Sadra St
4. Designing a 14D model to promote branding for "Baheen-Chee-Nood-Espanta", Shiraz
5. Providing programming for "Behfar-Sazan" construction industry company, Shiraz
6. Planning branding program for the accounting software of the group company of "Teta-soft",
7. Preparing a bid proposal and branding program for Shiraz (CT branding) Department of Social and Cultural Council of Shiraz
8. Designing the programming and advertising proposal campaign of "Sarina-Tehran" accounting software system company, Tehran
9. Branding consultation and compilation for PC Center, Shiraz
10. Branding consultation and compilation for" Manteen" interior designing company, Shiraz
Brand designing for the transportation vehicles of Ice Star Asia company
11. …

### *Department of Marketing*

Marketing communications is essentially a part of the marketing mix. The marketing mix defines the 4Ps of marketing and Promotion is what marketing communications is all about. It is the message your organization is going to convey to your market. You need to be very particular about different messages you are going to convey through different mediums.

Traditionally printed marketing was the whole sole method of conveying the messages to the consumers. However, in recent times, emails, sms, blogs, television and company websites have become the trendy way of conveying the organization's message to the consumers. It is important though that the message you give in one medium should tally with the message provided in other

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medium. For example, you should use the same logo in on your website as the one you use in your email messages. Similarly, your television messages should convey the same message as your blogs and websites.

For the above reason, people controlling the marketing communication process are very important for the company. These executives make it an integrated marketing communication process. You would now understand why it has to be 'integrated'. The reason is that the messages to be conveyed through different mediums should be the same.

Let us now look at the marketing communication process. It is very important to have a process in place because then your advertising will reap proper benefits. There is an old advertising joke "I know my advertising works, I don't know which half." That's why if the marketing communication process puts a tab on advertising because companies cannot bear to lose dollars on wrong type of advertising. Things have to be well-defined and integrated to get maximum revenues.

The **marketing communication process identifies where the investments are being done and what is bringing more return on investment**. Therefore, you can alter the advertising campaign to reap maximum benefits.

The process begins at the strategic development stage. You start by creating a marketing communications program. At this point, you decide what all will fall in your advertising bracket. At the next stage, you capture responses of your consumers. These responses are then recorded and maintained as advertising data. The executives then analyze and evaluate the collected data. They generate the all-important reports which will help to allocate the integrated marketing and communications budget.

The integrated marketing communications is a data-driven approach which identifies the consumer insights and develops a strategy with the right combination of offline and online channels which should result in a stronger brand-consumer relationship. It has grown manifolds in recent years due to several shifts in the advertising and media industry. This is the reason why it has developed into a primary strategy for the developers. Some examples of shifts are from media advertising to the multiple forms of communication, from general focus advertising to data based marketing and so on.

Selecting the most important communications elements is crucial for the success of company's business. The advertising campaign should be effective across all platforms. Once the integrated marketing process is set, the company can reap rich dividends from it. These days, there are companies that specialize in creating the marketing communications process for you. So you can either do it on your own or take their services. But an effective marketing communication process is the order of the day!

### The Implemented Projects and Running Plans:
1.    Providing, market research plans, branding, market research and strategic planning for a veterinary company called "Daam-pezeshgan-e-peeshgaam-e-haafez-e-salamat"
2.    Consultation and presentation of market strategic analysis, strategic planning, and determination of the competition situation, analysis of the relative and competitive advantages for the greatest advertiser in power industry in Iran, called "Sarv-e-Lale-Zar" company, Shiraz,
3.    Strategic plans, market competition analysis, market researches, marketing, market plans, action plans and campaign plans all done for "Jeevar" of "Noveen-Sanat-e-Mehr-Asa" company, Shiraz
4.    Developing strategic material for the "Noveen-Protein" company
5.    Consultation on marketing and advertising for "Persepolis Forouhar", Shiraz, "Morgh-E-Sabz" by "Parseh", Shiraz
6.    Providing a virtual club plan to increase purchasing power of the members of the Engineering Organization of "Pars-Honar-E-Haft-Gharn" company, Shiraz
7.    Designing the organizational structure, strategic marketing plans of the financial security and investment for "Foolad-Kaaf-Shiraz", employed by "Pars-Honar-E-Haft-Gharn" company, Shiraz

8.  The launch of a micro-system of sales and distribution for "Sun-Ich", Sheer-Kuh, (Soor-o-Saat) company, Fars province

9.  Strategic project analysis of international conference for "Mayors Silk Road", Shiraz Municipality

10.  Designing Sales Promotion Campaign for the rice production company of "Rok",Shiraz

11.  ١١ Designing Sales Promotion Campaign for the educational institute of "Shirin",Shiraz

12.  Short-term sales synergies for the productions of the company of "Meshkin-Faam", Shiraz

13.  Designing Sales Promotion Campaign and customer handling management for the saffron production company of "Tar-vand", Shiraz

14.  Sales promotion consultation for the company of "Yamin-Sang", Shiraz

15.  Programming for the sales promotion and the shift strategies for the company of "Haft-Almas", Shiraz

16.  Holding a seminar with the title of "Marketing: The Hidden Truth, The Outright Lies" at the Fars Industries Managers Association, Shiraz

17.  Formulating the plan 5M for educational need assessment and distribution of the educational promotion packs for MIT-Engineering programs throughout the country for "Asraa" company, Shiraz

18.  The codification of Campion, consultation, planning and supervision of the implementation of the architecture group at "Termeh-Iran" company branches in Shiraz Isfahan and Tehran

19.  Consultation and distribution of the comprehensive book of Fars industries and mines, House of Industries and Mines for Fars province, Shiraz

20.  Consultation educational marketing and advertising management family Scientific-Practical University, theHigher Education Center owned by "Parseh" company, Shiraz

21.  Holding the specialized training courses for insurance marketing services for all the personnel of the company insurance company of "Saman", Fars province, Shiraz

22.  Compilation of CRM project at "Surena" hospital in Tehran for Dr. Bahram Shaah-ande, Tehran

23.  …

# *Department of Market research*

**Qualitative and Quantitative Research**

As the names suggest quantitative research produces numerical data whereas qualitative research generates non numerical data. However, this is only a superficial understanding of the terms. In the first chapter, while exploring the types of research, we had hinted that when there is uncertainty or when the problem is not clearly defined, we deploy exploratory research and use qualitative studies for it. When there is little or no ambiguity and the business problem is structured, we implement descriptive or causal research and use quantitative techniques for it. Let us take the discussion further from here.

**Qualitative Research**

**Focus**

In a nutshell, qualitative research gives us vital insights in comprehending why do consumers feel or behave in a manner they do. It helps in identifying and perceiving the underlying opinions, behaviour patterns and motivations. Qualitative research aids the formulation of hypothesis to be used for deeper exploration or quantification. In a way, it adds richness to the information gathered by quantitative research by understanding instead of measuring. To sum up, the qualitative approach helps decipher the less rational and more emotional perspective of the consumer's decision making nature, i.e. how would I feel if I were in the consumer's shoes?

**Usage**

Qualitative studies assist in the following business situations:

- Market Study: Analyzing consumer interest in the company's new idea in a particular demographic.
- New Product Development: Understanding the actual need of the end user.
- Creative Development Research: Pertaining to branding; what should be said and how should it be said.
- Diagnostic Studies: Understanding how is the company's category or brand doing as compared to the competitor's offerings and image respectively.

### Techniques

Qualitative research can be carried out by:

1. **Focus Group Discussions:** This is the most effective and preferred technique for qualitative studies. Respondents, in a group of 5-8 people, are made comfortable and asked general questions first. Gradually, the conversation is shifted to the topic of research. It helps obtain initial reactions to marketing programs or understand the consumers' impressions about a new product concept.

2. **In Depth Interviews:** Personal interviews are conducted instead of focus groups in the following cases:

- Discussing sensitive, confidential or embarrassing topics (Example: Women's hygiene issues)
- Requirement of detailed probing (Example: Purchase psychology for an automobile is best done with the respondent one on one)
- Situations where the respondent may get influenced by the group response (Example: Opinion on TV censorship where social norms prevail)
- Interviews with highly professional people with busy schedules (Example: Understanding required from doctors on a new medical topic )

Another term associated with qualitative research and worth mentioning here are projective techniques. These are ways of extracting information from respondents that capture the emotions in consumer behavior. Often direct questions do not bring out the hidden motivations as consumers are themselves not fully aware of their reasons and naturally are not able to express themselves fully. Direct questions may give sensible answers, but they may not necessarily be 'real' answers. For this reason, projective techniques such as the below ones are used:

- Brand Personalities: The strength of advertising can be tested by imagining brands as persons or objects. For example, asking that if Sunsilk was a person, what would he be like?
- Collages: Asking respondents to draw collages of a brand to help understand what consumers think about symbols used for advertising the brand.
- Word Association: First word that comes to mind upon mentioning a particular word. For example if the word Coke brings out the first mentioned word as happiness, Coke is maintaining its strong brand image.

### Quantitative Research

### Focus

The aim of this method is to consume numerical data and present facts or uncover patterns in the study. The aftermath of quantitative research is results that are projectable because they are drawn statistically. Basically, while qualitative research is subjective, the quantitative method is more objective. Another characteristic of quantitative research is that it is drawn from a reasonably sized and carefully selected sample which is representative of the target population. The methods of choosing a proper sample are discussed in the previous chapter. Typically, a terminology of 95% confidence interval is considered good while deciding the sample sizes. This actually means that if the survey is reoccurred 100 times, 95 times the same response would be obtained.

### Usage

Quantitative research is most widely used for determining cause effect relations. For example, if the marketing budget is increased by 15%, how much is the revenue expected to increase. If the strength between the dependent (revenue) and independent (marketing budget) variable is

strong, the test hypothesis holds true and the company should invest more in its marketing. Thus a decisive stance can be taken from the facts presented in this research.

### Techniques

Data collection for quantitative studies is done by various kinds of surveys using questionnaires. The survey can be done through various mediums such as face-to-face, email, telephonic, online, etc. Designing questionnaires for a survey is a detailed topic which will be covered in the next chapter. For now, we will explore the methods for conducting a survey.

- **Mail survey:** Mail surveys are convenient and maintain anonymity of the respondent. They are also relatively inexpensive. However the major drawback is that feedback cannot be obtained from the respondent.

- **Telephonic & Face-to-face survey:** There is little scope of error in these types of survey as the interviewer is available for assistance. However, while guiding, the interviewer may sometimes influence the respondent leading to biased answers.

- **Online:** Surveys carried out over the internet are gaining popularity these days as they can reach a wide audience. The downside is that without incentive, the respondent at the end may not be interested in taking up the survey or answering all questions seriously.

- **Hybrid:** A fusion of techniques can be used to record better responses. A commonly used hybrid method is Telephone-Mail-Telephone (TMT) wherein respondents are instructed over the phone and then sent the survey over mail to be filled at their convenience.

The choice of the above mediums depends on the budget, time and complexity. If budget is a constraint, mail surveys can be used. Online surveys are instant and hence should be deployed when there is a time crunch. When interaction is required, personal or telephonic surveys must be utilized.

### Concluding Remarks

We have seen in the sections above that in which situations the usage of quantitative research is preferable over qualitative research and vice versa. Ideally, if there are less budget constraints, we can use both types as they give variant perspectives and complement one another. Sometimes both have to be used in tandem as in case of Usage and Attitude Studies that we will see in the later chapters. Finally, a qualitative research will generate a more narrative report with a contingent account and direct quotations from the respondents. On the contrary, a quantitative research will produce a statistical report with correlations, significance, means, etc and hard facts.

### Data Collection in Marketing Research

Data Collection in Marketing Research is a detailed process in which a planned search for all relevant data is made by researcher.

### Types of Data

1. **Primary Data-** Primary data is the data which is collected first hand specially for the purpose of study. It is collected for addressing the problem at hand. Thus, primary data is original data collected by researcher first hand.

2. **Secondary data-** Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data can not be obtained at all.

### Data Collection Methods

1. **Qualitative Research-** Qualitative Research is generally undertaken to develop an initial understanding of the problem. It is non statistical in nature. It uses an inductive method, that is, data relevant to some topics are collected and grouped into appropriate meaningful categories. The explanations are emerged from the data itself. It is used in exploratory research design and descriptive research also. Qualitative data comes into a variety of forms like interview transcripts; documents, diaries and notes made while observing. There are two main methods for collecting Qualitative data

1. Direct Collection Method-When the data is collected directly, it makes use of disguised method. Purpose of data collection is not known. This method makes use of-

1. Focus Groups

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2. Depth Interview
3. Case Study
2. Indirect Collection-Method
1. Projective Techniques
2. **Quantitative Research-** Quantitative Research quantifies the data and generalizes the results from the sample to the population. In Quantitative Research, data can be colleted by two methods
1. Survey Method
2. Observation Method

**Survey Method**

The Survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questionnaire is prepared. Generally a non-disguised approach is used. The respondents are asked questions on their demographic interest opinion.

**Advantages of Survey Method**

1. As compared to other methods (direct observation, experimentation) survey yield a broader range of information. Surveys are effective to produce information on socio-economic characteristics, attitudes, opinions, motives etc and to gather information for planning product features, advertising media, sales promotion, channels of distribution and other marketing variables.
2. Questioning is usually faster and cheaper than Observation.
3. Questions are simple to administer.
4. Data is reliable
5. The variability of results is reduced.
6. It is relatively simple to analyze, quote and interrelate the data obtained by survey method

**Disadvantages of Survey Method**

1. Unwillingness of respondents to provide information- This requires salesmanship on the part of the interviewer. The interviewer may assure that the information will be kept secret or apply the technique of offering some presents.
2. Inability of the respondents to provide information- This may be due to
1. Lack of knowledge
2. Lapse of memory
3. Inability to identify their motives and provide "reasons why?" for their actions
3. Human Biases of the respondents are there, for eg: "Ego"
4. Symantec difficulties are there – it is difficult, if not impossible, to state a given question in such a way that it will mean exactly same thing to each respondent. Similarly two different wordings of the same question will frequently produce quite different results.

**How to overcome the limitations of Survey Method**

1. Careful framing and phrasing of questions.
2. Careful control of data gathering by employing specially trained investigators who will observe carefully report on subtle reactions of persons interviewed
3. Cautious interpretations by a clear recognition of the limitations of the data and understating of what exactly the data represents. This is especially true of responses to questions like – "What price would you be willing to pay for this product?"
4. Looking at facts in relative rather than absolute terms. For eg – A survey by a dentist team showed that the number of families in the middle income group used toothpaste taken by itself in the absolute sense, the results of the survey are in some doubt. Even though the individual group readings shall differ say for eg: for upper income group families it could be 90 %. Hence we should look at the facts in relative rather than in absolute terms.

**The Implemented Projects and Running Plans:**

1. A survey on the market research done on willingness of vegetarian sausage and cold cuts consumption, Shiraz

2. Compilation of market research for "Hafiz-E-Salamat" veterinary institute" on the subject of protein consumption habits, Shiraz

3. Audit of Marketing, Sales and Services for the restaurant of "Bahar", Shiraz

4. Market research to measure the impact and influence of advertising media in the city of Shiraz

5. Marketing research for the Noveen-Sanat company (Mehr-Asa) on people's attitudes towards the consumption of packaged nuts and dried goods, Shiraz

6. Auditing market for the company of "Bahar-E-Sabz-E-Fares", Shiraz

7. Market research done for "Morgh-E-Sabz-E-Parseh" in all nine regions of Shiraz on the people's attitude towards consumption of poultry products without antibiotics, Shiraz

8. Market research and studies done for "Morgh-E-Sabz-E-Parseh" on buying behavior and satisfaction of consumers on Morgh-E-Sabz-E-Parseh poultry products, Shiraz

9. Market research and competitor analysis for Bushehr Nuclear Power Industry, FARADID employer, Bushehr province

10. Market research for "Elijah Steele Tehran", Tehran

11. Market research to measure the competitive position for "Electro-pick" company, Shiraz

12. Market research analysis and decision making patterns of buying behavior associated with the 70's in the field of education for "Parseh" institute, Shiraz

13. Market research to determine the absorption of gourmet products for "Lazeez" company in Shiraz

14. Market research studies to determine the brand position for all the stores and consumers of Tea and Tuna products, Shiraz

15. Fieldwork research implementiaon for "Talaee" company on Lentus medication, Tehran

16. Fieldwork research implementiaon for market research project on auto spare parts for"Andeeshe- Mandegar-Gooya" Company, Shiraz

17. Market research to measure the effectiveness of the activities and related services for the Chamber of Commerce, Shiraz

18. The codification of questionnaire measuring educational effectiveness, institute, advertising of "Parseh" in Fars (training center of Parseh, Shiraz branch)

19. The codification of questionnaire measuring educational effectiveness, institute, advertising of "Parseh" in Fars (training center of Parseh, Shiraz branch)

# *Department of Advertising*

**Objectives and Importance of Advertising**

Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

Let us take a look on the main objectives and importance of advertising.

**Objectives of Advertising**

Four main Objectives of advertising are:

1. Trial
2. Continuity
3. Brand switch
4. Switching back

Let's take a look on these various types of objectives.

1. High and attractive ads to make customers take a look on the products and purchase for trials.

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2. **Continuity:** this objective is concerned about keeping the existing customers to stick on to the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products.

3. **Brand switch:** this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.

4. **Switching back:** this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

Basically, advertising is a very artistic way of communicating with the customers. The main characteristics one should have to get on their objectives are great communication skills and very good convincing power.

**Importance of Advertising**

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Advertising is an important part. Let's have a look on how and where is advertising important:

1. **Advertising is important for the customers**

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customers' life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

1. **Advertising is important for the seller and companies producing the products**

Yes, advertising plays very important role for the producers and the sellers of the products, because

• Advertising helps increasing sales

• Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

• If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.

• Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.

• The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

2. **Advertising is important for the society**

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

**Advertising Planning and Management**

Advertising simply put is telling and selling the product. **Advertising Management though is a complex process of employing various media to sell a product or service**. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product. Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, companies that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services.

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As mentioned above, advertising management begins from the market research phase. At this point, the data produced by marketing research is used to identify what types of advertising would be adequate for the specific product. Gone are the days when there was only print and television advertising was available to the manufacturers. These days apart from print and television, radio, mobile, and Internet are also available as advertising media. Advertising management process in fact helps in defining the outline of the media campaign and in deciding which type of advertising would be used before the launch of the product.

**If you wish to make the advertising effective, always remember to include it from the market research time**. Market research will help to identify the niche segment of the population to which the product or service has to be targeted from a large population. It will also identify why the niche segment would opt for the product or service. This information will serve as a guideline for the preparation of advertising campaigns.

Once the niche segments are identified and the determination of what types of advertising will be used is done, then the advertising management focuses on creating the specifics for the overall advertising campaign. If it is a radio campaign, which type of ads would be used, if it is a print campaign, what write ups and ads will be used, and if it is a television campaign, what type of commercials will be used. There might also be a mix and match advertising in which radio might supplement television advertising and so on. It is important that through advertising management the image is conveyed that all the strategies complement each other. It should not look to public that the radio advertising is focusing on something else while television on something else. The whole process in the end should benefit the product or service.

The role of people designing the advertising campaign is crucial to its success. They have been trained by seasoned professionals who provide the training in the specific field. Designing an advertising campaign is no small a task and to understand the consumer behavior from the data collected from market research is a very important aspect of the campaign. A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. **It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate the desired revenue**.

### Measuring Advertising Effectiveness

"*When a child writes the examination papers, he has to see the result come what it may be, so that he comes to know where he is wrong and where he should pay more attendance. This will help him work better in future.*"

This is exactly the case of the advertisement. The work is not complete if the effectiveness of advertise is not measured. This is the only way to know how the advertisement is performing, is it reaching the targets and is the goal achieved.

It is not at all possible to measure advertisement effectiveness accurately as there are many factors like making a brand image, increasing the sales, keeping people informed about the product, introducing new product, etc, which affect the effectiveness of an advertisement.

We all know that there are some companies who advertise at very low level but still their products are a hit and some companies indulge in very heavy advertisements but they don't get desirable results. But then, there are some traditional and modern tools to measure most of the effectiveness of an advertisement through which the advertiser can or may get more and more information about how their ads and product are performing in the market. According to Philip Kotler and Armstrong, the Gurus Of Marketing, there are two most popular areas which need to be measured for knowing the effectiveness of advertisement and they are:

- Communication Effect
- Sales Effect

Communication Effect Research consists of three types of researches:

1. **Direct Rating Method –** here, customers are directly asked to rate the advertisement and then these rating are calculated.

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2. **Portfolio Tests –** here, the customers see the ads and listen carefully to the ads and all the contents of the ads and then they are asked to recall the ad and the contents. Then the calculations are done with help of this data.

3. **Laboratory tests –** here, the apparatus to measure the heart rates, blood pressure, perspiration, etc are used on the customer after he watches the ad, to know the physiological reactions of the body.

Sales Effect Research totally depends on the sales of the company. The sales keep varying from time to time. There are some factors affecting sales like product availability, the price of the product, contents of the product, and sometimes the competitors. So this method is a little difficult than the communication one. The company doing sales effect research generally bothers about the sales of the product, they try to know whether or not the money they are spending on the ads is enough or excess.

As earlier said, it is not possible to measure each and everything and the chances are at the lower end if the company has many ads running through various mediums at the same time. So suggestion is that the advertiser or the company should use appropriate and different methods which are most suitable for the media under use.

- The company can hold surveys and product recognition tests
- Questionnaire or feedback flyers can be distributed and customers could be asked to fill it up.
- Toll free number can be highlighted on the ads so that customers can call up.
- The response rates can be increased by telling customers what to do. For e.g. some ads have lines in flashy color like "Hurry Up" or "No one can eat just one" or "be the first" etc.

These are the traditional ways. Now days, internet is the modern tool for measuring the effectiveness of an advertisement. There are some types such as:

**Integrated direct marketing –** This is an internet based tool where they have a response corner designed on the websites. Whenever the customers visit the sites, they fill up their contact details and give feedbacks. Thus the company supplies more information and sends newsletters and also gets the idea for further action. But then its not that only online advertiser have this facility but then advertisers who don't work online can use coupons, discount vouchers, etc. to do this.

**Analysis tool –** there is an analysis tool available on internet by using which the advertiser will know how many customers are visiting the site, who are shopping online, how many pages are viewed, etc. which in turn will help advertiser to measure the effectiveness.

Internet is the most easy, cheaper and cost effective way to measure the effectiveness because here no money is wasted as the ad is only viewed when the customer want to view it where as in normal print method or using TV, the ad sometimes goes unwatched or unattended and viewed for the sake of viewing.

### Classification of Advertising

Advertising is the promotion of a company's products and services though different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.

**There are several branches or types of advertising which can be used by the companies**.

Let us discuss them in detail.

### Classification of Advertising

1. **Print Advertising –** The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost

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depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

2. **Broadcast Advertising –** This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.

3. **Outdoor Advertising –** Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshows are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.

4. **Covert Advertising –** This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.

5. **Public Service Advertising –** As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

**Media Strategy in Advertising**

Every work to be done needs a plan of action so that the work is done in a desired and correct manner. Media Strategy plays a very important role in Advertising. The role of Media Strategy is to find out the right path to transfer or say deliver the message to the targeted customers.

How many people see or hear or read all the advertisements or promotional offers and buy the product or service? The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant. So, here the planners of the organization decide the Media Strategy to be used but keeping the budget always in mind.

The Media Strategy process has three "**W**"s to be decided. They are

- **Where to advertise?**
- **When to advertise?**
- **What media type to use?**

**Where is the place for showing or delivering advertisement**? In short it means the geographical area from where it should be visible to the customers who use or are most likely to use the product or services offered. The place does not mean only TV or radio but it can also be newspapers, blogs, sponsorships, hoardings on roads, ads in the movie break in theatres, etc. The area varies from place to place like it can be on national basis, state basis and for local brands it can be on city basis.

**When is the timing to show or run advertisement**? For e.g. you cannot show a raincoat ad in the winter season but you need to telecast ad as soon as the summer season is coming to an end and rainy season is just about to begin. The ad should be delivered with perfect timing when most customers are like to buy the product. The planners need to plan it keeping the budget in mind as the maximum of 20% of revenues of the company can be used in the advertisement section. Different products have different time length for advertisements. Some products need year long ads as they have nothing to do with seasonal variations e.g. small things like biscuits,

soaps, pens, etc and big services like vehicle insurance, refrigerators, etc. Some products need for three or four months. E.g. umbrellas, cold creams, etc. So the planners have to plan the budget according to the time length so that there is no short of money at any time in this process.

**What is what type of media is to be used for delivering the message**.

There are basically two media approaches to choose from.

- Media Concentration approach
- Media Dispersion Approach

In media concentration approach, the number of categories of media is less. The money is spent on concentrating on only few media types say two or three. This approach is generally used for those companies who are not very confident and have to share the place with the other competitors. They don't want anyone to get confused with there brand name so this is the safest approach as the message reaches the target consumers.

In media dispersion approach, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. They place their product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles, etc.

**Selection of Media Category**

Whichever category is selected by the planners of the organization, they should select a proper media to convey their message.

If the product is for a big amount of customers then a mass media option can be selected like TV, radio or newspaper. The best examples for this type are detergent ads, children health drinks and major regular used products such as soap, shampoo, toothpastes etc.

If the planners want to change the mind of people doing window shopping or just doing shopping for sake of name, then point of purchase type can be opted by the company. This helps the company to explain their point to the buyers and convince the buyers to go for their product.

If the planners want to sell their product on one to one basis, then the third option is direct response type. Here, the company people directly contact the customers via emails, text messages, phone calls or meeting for giving demos. The best example of this type of media is the Life cell Cord Blood Banking. They go to their customers, explain them what it is all about and try to convince them.

Thus, this process of media strategy plays an important and vital role in the field of Advertising.

Process is the order of the day!

**Social Media Characteristic Aspects**

Internet has changed people's lifestyle as well as habits. Primarily every human being has a need and wish to communicate with others and exchange information, ideas, news etc. Internet has enabled people to connect and communicate with not only one's family, but with people across the world. Truly internet has erased the boundaries between nations.

The participation from community of people and society at large has provided impetus to the growth of Social Media Network. There is hardly anybody who is not participating in one or the other type of social media, be it exchanging emails, using chat or posting photographs and exchanging music etc.

With the increasing number of online community participation, the social media network has become a major medium that is being explored by Marketers, who find it the most effective way of getting closer to the customers and getting to know the customers. Marketers have dual advantage in the fact that they are able to get in touch with those who have already become their customers and experienced their products as well as those prospective customers who might be inclined to or may be influenced to buy the product.

**Features**

**Social media when compared to traditional news media is different in several fundamental aspects**.

Unlike the traditional media where the readers or viewers are passive participants, social media network is one place where the customers as well as 'would be' customers are actively participating and exchanging information, sharing experience, giving their opinion and reviews

based on their understanding as well as experience. This means that the markets are able to interact with the customer in 'real time' basis and benefit from the communication. The Organization actually gets to 'listen' to the customer and understand more about the customer's perception about the brand as well as the product etc. The social media channels help build collective opinion and precipitate healthy discussions about the relevant topics.

Second important feature is that social media network spread across variety of channels and medium as compared to the limited channels that print and news media operate with. Social media network operates with several tools including audio, video, text, audio pods, and private forums, public discussion boards, SMS, chatting, emails as well as blogging etc.

Thirdly, social media network is a dynamic, flexible medium that keeps changing interms of content, tools and keeps evolving all the time. As the participants keep giving inputs and the collective wisdom of the group results in change and up-dation of the content as well as creates demand for more tools to be made available.

Fourthly, social media network calls for a different kind of participation from the marketers. Unlike the traditional media where marketers run campaigns and customer designed advertisements focused on a particular audience or group, social media network enables the participants to steer the discussion and the marketers are required to do more of listening than leading the discussion. Marketers have got to approach the prospective customers in a indirect fashion by helping to build public opinion and then indirectly steer them towards taking an interest in your product.

Social media network is evolving at a very fast pace and in line with faster changing technology tools that are being made available. Marketers have got no option but to tune in with the media, understand how things work and make sure they are present. Not being present in the social media networks in the current times is not an option for marketing companies.

### The Implemented Projects and Running Plans:

1. Investment indexing for evaluation and ranking of institutes all over the country including the secretariat landscaping organizations municipalities of the whole country( ongoing project)

2. Designing a brochure and poster for the Dental Conference sponsored by University of Bonn, Germany

3. Poster Design Association of "German Implantology" DGZI – Germany

4. Advertising promotional packages for the Higher Education Private Institute of "Parseh", other Branches in Iran

5. Designing the advertising plan of 5M for the first festival of Hot Air Balloons in Iran, "Pars-Haft-Honar-Ghaarn" company, Shiraz

6. Compilation of Advertising program for "Nahal-Daran", Shiraz

7. Designing the advertising "Plan 5M"project for "Pars-Gasht-Avar", the official representative of the German company "Riehu", Shiraz

8. Providing I could plaster company propaganda machine Fars

9. Developing a promotional campaign for "Majeen" meat products

10. Designing the advertising plan of 5M for technology information processing Company "Serva-Pardazesh", Shiraz

11. Designing the advertising plan of 5M for ACECR institute, Fars province, Shiraz

12. Developing an advertising campaign for dental clinic of "Dr. Mina"

13. The proposal preparation and advertising campaign to promote "Namazi Foundation", Shiraz

14. DJ Holding the festival" DJ Ehsas", Campion design and advertising design for" Parseh" Pc Computer Center, Shiraz

15. Planning, designing and conducting of all the promotions for "The Unity Necessity in the Process of Development with an Emphasis on General Conditions of Contracts" Fars Regional Water Authority, Shiraz

16. Planning, designing and conducting of all promotions for the Dental Congress in Fars province, on the subject of" From Science to Practice Dentistry", Shiraz

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17. Adviser to the Mayor of Shiraz in the "organization of outdoor Advertising and signs Referrals, Shiraz, (a 2 year long project)

18. Financial management consultation and project supervising for the first Forum of "Mayors Silk Road", Shiraz Municipality

19. Financial management consultation and project supervising for the first festival of Hot Air Balloons in Iran, "Pars-Haft-Honar-Gharn" company, Shiraz

20. Designing a series of environmental advertising store collection for "Andish-E-Novin" Company, Fars Computer Center, Shiraz

21. The planning and implementation of market advertising for products packaging," Soro-O-Saat" dried fruits and nuts company, Shiraz

22. The planning and implementation of market advertising for "Issaco" sales representative, Shiraz

23. The planning and implementation of market advertising for "Abu-Ghaddare" industrial group, Shiraz

24. The planning and implementation of market advertising for the residential and cell-phone connection provider "Hamraah-E-Avval", Shiraz

25. The planning and implementation of market advertising for "Oral-B" the dental products company, Shiraz

26. The planning and implementation of market advertising for "Dian" products, Shiraz

27. The planning and implementation of market advertising for "Persian Carpet", Shiraz

28. The planning and implementation of market advertising for "Classic "furniture company, Shiraz

29. The planning and implementation of market advertising for "The Industrial Management Institute of South region", Shiraz

30. The planning and implementation of market advertising for "Mehr-Afarin" recreational park, Shiraz

31. The planning and implementation of market advertising for buy stocks for "Iran Transportation Department" office, Shiraz

32. Designing a comprehensive system of urban advertising of the country, Shiraz

33. Designing of the cooperation identity (CI) for the industry and mining center, Fars province, Shiraz

34. Designing of the cooperation identity (CI) for "Aban" air-conditioning industry compound, Shiraz

35. Catalogue and packaging designing for "Britta" poultry products, Shiraz

36. Sponsorship and Advertising consultation for the"11th Congress of Iran Orthodontists", Shiraz

37. Branding and product packaging for "Noveen-Protein" company, Shiraz

38. Designing of the cooperation identity (CI) for "Origami" store, Shiraz

39. Designing of the cooperation identity (CI) for "Ab-Tab" book-bar

40. Designing catalogs and brochures for the sales promotion campaign of rice store "Rok", Shiraz

41. Billboard designing for" Transportation and Traffic" office at Shiraz Municipality

42. Designing and implementation of promotions such as a restaurant menu, stands and wall clocks, stationery sets and magazine advertising for "Sufi" restaurant, Afif-Abad Branch, Shiraz

43. Brand designing for the meat products of "Soor-sheen" distributing company, Shiraz

44. Logo, head letter papers, forms and interior designing for "Shirin" educational institute, Shiraz

45. Designing and printing of the brochures for international "Persepolis" hotel, Shiraz Branch

46. Developing an advertising campaign and designing al the interior designing for "Sufi" restaurant, Shiraz

47. Designing of printing advertisers for "Decor-an" industrial group newspaper, Shiraz

48. Designing billboards for the Technical Institute of "Tehran-Decor"

49. Catalogue designing (Before and after photos) for the aesthetic and repair dentistry of Dr. Ali Ghanbari, Shiraz

50. Office website, logo and office interior designing for Amir Khamis, English language teacher, Shiraz

51. Designing and printing as a project for the Islamic Development Organization of Fars Province, Shiraz

## *Department of Commerce:*

And at last here comes commerce the ultimate action to complete all you have achieved above:

*Import & Export
*Production Commercial
*Pure Supplementary
*Company Formation

## *Membership & Certificates:*

- Iran Marketing Research Association – IMRA
- Iran Advertising agencies association
- Iran Management Consultants Association
- Fars Advertisements and promotions Clubs Association
- Certified ISO 9001: 2008

***Main Staff:***

## Roozbeh Ghanbari (CEO)

MBA / MBA Brand Management
**Certificates**
– Certificate in Public Relations Management (intensive training) of the College's Islamic Republic of Iran
**1) Honors and Awards**
Portfolio Manager 1381 University of Fars province (public relations management)
Portfolio Manager 1383 University of Fars province (public relations director and chief)
**2) Teaching Experiences**
– Trainer of brand management Industrial Management Institute South
– Professor of Creative Industrial Management Institute South
– Free professor of planning and project management, project branding consultancy
– ICDL computer teacher at the University of Fars province in 1382
– Workshop lecturer at the 5M for planning advertising and market research held at the marketing consulting firm Tasvir-Ayande/Future Vision Co.
– Tutoring the marketing at the market research consulting firm "Tasvir-Ayande"
**3) Responsibilities**
– Responsible at ACECR at Shiraz University Faculty of Electronics Industry, 1377-1379
– Head of all the ACECR Branches in Fars province, 1379-1382
– Director of Public Relations at ACECR of the University of Fars province, 1380-1383
– Head of the office for ACECR University of Fars province (with the preservation of the) 1381 to 1383
– Director of Marketing and market research consulting firm of Tasvir-Ayande/Future Vision Co. since 1383 up to present
– Owner and director in charge at Tasvir-Ayande/Future Vision Co 1384 up to present
**4) Other Responsibilities**
– Cultural interface of the college of electronics industry with Shiraz University, 1377-1379
– Executive director and deputy editor of the bulletin and newsletter publications of" Student Publication Festival" in the southern area of Iran in 1380
– Deputy Editor substitute of the Bulletin of the ACECR, Shiraz, 1382
Honorary journalist of Iranian Students News Agency (ISNA), 1377 to 1382(personnel ID number 33006)
– Literary and artistic director of the deputy cultural office at ACECR, Shiraz, 1383
– Responsible for planning and budgeting of the ACECR, Shiraz, 1381-1382
– Developed regulation book for the management of the ACECR in Shiraz, 1378
– Cooperation with the Liaison of Council of Cultural to develop the regulation book for the Shiraz University, 1378
**5) Memberships**
– Elected member and representative of student publications in the board oversees student publications, 1377- 1379
– Member of the Students' Art Festival Country 1377
– Member of Student Organization of Iran, Far region, 1378-1380
– Member of Instrument and Control Engineers Association. Membership number 800814
– Member of the Association of Designers of Shiraz

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## Mohsen Ghanbari (Chairman)

Contracts expert / expert in corporate and public administration
Skills
Expert on domestic and international contracts
Administrative and public affairs and performing diagnosis
Administrative management of specific projects
Resume
42 years' experience in above fields
Master of" Lavan" refinery branch of Iran oil company contracts affairs, Lavan
Master of directing goods of Abadan refinery company affairs, Abadan
Camp director and procurement for the Germany drilling company "Deminex"
Responsible for Administrative Affairs of" Lavan" catalytic project, Lavan

## Mohammad Vadadi Nejad (Member of Board of Directors)

Agricultural Engineer
**Skills**
Rank "A" expert in studying economical plans
Project management and manufacturing industry
Food industry consulting and production projects
Specialist manufacturing and packaging lines
Bank and banking affairs expert
**Resume**
40 years experience in above fields
Deputy of Technical and Agricultural at "Keshavarzi" Bank, Fars Province
Deputy Director of" Pars Narang " company, Shiraz
CEO of palm and citrus products of Jahrom, Fars Province
Technical Expert Agricultural "Keshavarzi" Bank, Fars Province
Expert Rural Cooperative Organization, Shiraz

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## Amir Kian Ali Abadi (Member of the Board and Director)

Master of Accounting
**Resume**
16 years' experience in all below fields
Accountant at "Shiraz Kaar-Gosha" entrepreneur company, Shiraz
"Zohd-Fars" entrepreneur engineering company, Shiraz
"Azhar Saba" entrepreneur company, Shiraz
Supervisor and consultant at FVC, Shiraz
Responsible for the financial affairs of the Consulting engineers at "Pooya" company, Shiraz
Financial director of Construction Company of "Haraye", Shiraz
Human resources, set up, run and financial manager of "Parseh" higher education institute, Shiraz
Providing tax declaration for the following companies in Shiraz:
- "Gostar-Arsh", Pegah Company
- "Ertebat-Shar", Pardis Company
- "Omid-Khedmat" Shiraz Company
- "Shayan" Fars Company
- "Arsh" Andishe Company for the Consulting Engineers
- "Tarh-Gostaran" Parsian Company
Setting up the financial system for "Alam-Sanat" company, Shiraz
Setting up the financial system for "Sobhan" newspaper, Shiraz

## Soozan Asadi (Media Expert)

MA degree of "Bu Ali Sina", Hamedan
Graduate chemistry
MA degree in physical chemistry Bu-Ali Sina
Resume:
- 9 years of teaching experience
- Responsible for quality control and production Cosmetics Basil Jahan (School of Pharmacy, Shiraz)
- Technical Inspector in charge of Fars province
- Secretary of the Technical Co-operative Housing Society Fars province
- Bachelor of Commerce (buying and selling) industrial manufacturing company Vapk
- Advisor to the CEO and is responsible for public relations branch of New Art in Shiraz
Research Activities:
- A research paper in ISI journals
- J. Chem. Eng. Data 2007
- Journal of Molecular Liquids 2008
Teaching Experience:
- Islamic Azad University of Shiraz
- Islamic Azad University Firozabad
- Lecturer nonprofit Eram in Shiraz

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- Teaching in high school, college and conservatory
- Teaching in graduate school entrance exam.
- Advisor to gauge academic institution of higher education (Masters and PhD)
- Pars academic adviser and director of the Institute of Higher Education (Graduate)

## Armin Kamfiroozie (Chief Information Officer)

Master of Information Systems Management
B.Sc. of Computer Hardware Engineering
- Information Technology Management Consultant
- Human-Computer Interaction Researcher
- Network administrator and Systems Engineer
- Smart Homes & Building Automation Consultant
- ATM Support Expert (Wincor-Nixdorf Series)
- Mendeley Advisor and Instructor
- Strategic and Business Planning Consultant
- Web Designer and Web Administrator
- E-learning Courses and Content Author
- VoIP Telecom Engineer

## Mohammad Shayegan (Graphic Designer)

MA Graphics
Member of the Association of Iranian Graphic Designers
Artistic Background
– Exhibiting a group poster exhibition / students of Isfahan Art School / 2005
– Elected the best picture of "Asma'-al-Hosna" festival/ Shar-Kord / 2007
– Elected the best "Ashura"" posters competition / Isfahan / 2008
– Obtaining the third place at the poster contest / Khorram-abad / 2009
– Solo poster exhibition /"Ghalam" cafe – Gallery/Isfahan/ 2009
– The effect favorites on the poster festival of "Artists of All the City" / Shiraz / 2013, 2014 and 2015
Resume
-"Payk" magazine designer, Isfahan, 2006-2008
– Designer and the operator of the printing machine at "Khane-Digital". Isfahan, 2008-2010
– Designer and operator of the printing machine at poster "Sorna" printing center, Isfahan, 2007- ٢٠٠٨
– In charge of graphic design studio" Yek-kalagh-chel-Kalagh", Isfahan, 2008-2009
– Designer and photographer at Studio "Zag", Shiraz, 2010-2011
– Designer and photographer at "Art Vista Group" ,Isfahan, ٢٠١١
– Graphic designing and photography studios for advertisements (private office), Isfahan, 2012
– Designer and photographer at the buying guide magazine "Ideal", Shiraz, 2012-2013
– Head of Advertising at FVC Advertising department, Shiraz, 2014 (up to present)
– Experienced in press photography, portrait, industrial and theater

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## Zahra Dashtaky poor (Director of The Department of Marketing)

- Master of Business Administration from Allameh Tabatabai University in Tehran international business trends;
- Engineering PC - software martyr Bahonar University;
- Skills and teaching experience:
-fluent in English;
- Teaching building data and operating systems, principles of organization and management, organizational behavior, human resource management, advanced; Systm¬Ha analysis, marketing management, strategic management and BSC; e-commerce;
- ICDL courses and WinQSB;
- Tutor free Fazel Institute of Higher Education at the undergraduate and postgraduate management courses listed disconnected computers from 1386 to 1392;
- Professor of nonprofit Basir (Qazvin) in undergraduate computer science (from 1387 to 1388;
- Pyam¬Nvr Shiraz University undergraduate in Business Administration (from 1389 to 1392;
- Professor Azad University, Fars Science and Research Undergraduate Business Administration degree from 1390 to 1392;
Resume:
- Sales Manager Company alchemists Tehran, 1387;
- Zarrin Ghazal in brand consulting Parsyrng from 1390 to 1391;
Publications:
- Authoring four-volume management theory, Rkhshyd Press, 1388;
- Writing the basic concepts of marketing management, publishing Rkhshyd, 1389;
- Writing principles of organization and management, especially information technology, Rkhshyd Press, 1389;
- Authored several articles in English and Farsi from 1388 to 1392;
Lectures at seminars and workshops:
- Workshop on effective reward strategies Almypk November 1388 Tehran hotel to order Farab Company;
- Workshop on effective ways to reduce stress January 1390 - Shiraz Fazel Institute;
- Training seminar "Marketing, hidden truth, outright lies" - July 1392- Gulf Industrial Managers Association;
- Training seminar marketing principles August 1392 - Technical and professional organization Shiraz

## Fatemeh Hosseinpour (Accountant)

 Bachelor of Accounting from Islamic Azad University of Shiraz
Skills:
Complete familiarity with accounting software
Preparation of financial statements
Complete familiarity with the software Excel
Preparation of audit reports
Payroll preparation
Learn how to write a list of insurance
Learn how to write a list of tax on salary
Meet the preparation of tax returns and declarations submitted added value
Tahrir familiar with legal offices
Graduation Audit and ISO
**Resume**:
Campus financial services company accountant account for 6 months
Gulf accountant integrated intelligent management company for 7 months
Gulf auditor's performance audit firm for 6 months