



VISION
GROWTH
VALUE



Business Profile

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ABOUT

Firstmark is an integrated advertising and marketing company with a wide array of marketing and advertising services. We strive to become part of your team, to create or enhance your corporate image, with maximum impact - on any media platform. All our work is developed in-house, constantly focusing on your target audience. This integrated approach helps you to make sure all of your business marketing needs are met successfully, with creativity, on time and within your budget.

Specialising in marketing and promotional strategies, **Firstmark** enhances the experience for targeted audiences which embarks a sensory connection to the brand, company, product or service which then further erects a lasting and positive impression.

As a customer orientated business, we signify the importance to our highly capable team to focus on your needs, and provide limitless support throughout your journey with **Firstmark**. Our core values express

the significance of a great customer relationship, as we strive to satisfy your needs. The primary objective at **Firstmark**, is to provide excellent customer service and quality products or services, hence there is no compromising in matters of quality or customer service.

Core Values

No two clients or situations are the same. Technologies, tools, channels and methods constantly change. But there's one constant that remains year in and year out: the way we support clients and treat one another.



Passion

We **love** what we do. It's never work—it's always fun and new challenges are met with enthusiasm.

Everything we do is purely carried out passionately.



Excellence

We **deliver** what we promise and add unexpected value to our clients businesses.

We often demand more **of ourselves than our clients do.**



Curiosity

By being **curious** we learn. We dive deep beyond the surface into your business and push beyond the “**what**” or the “**when**” to get at the “**how**” and “**why**”

Curiosity fuels our marketing strategies



Personalised Service

We ask a lot of questions to get to know your company so we can anticipate and satisfy your needs

You'll likely feel like **you're our only client**



Results

We're about accountability and predictable outcomes. The bottom line is always top-of-mind.

Trend lines move up through **creativity and optimisation**

TEAM

Our team offers the creative vision, professionalism and expertise to create the best – with a constant eye towards detail, quality, originality and results. We aim for your targets and offer extended service to all our clients to build a relationship of a lifetime. With time we intend to establish our service on a continental platform, which will increase the knowledge of our service.

Team Divisions

- Sales innovation
- Branding
- Design
- Advertisement
- Promotion
- Market Research
- Creative consulting



Business Approach



At **Firstmark**, we believe our clients' success drives our success. We tailor our approach to each client, teaming with you as an advisor and partner to keep you informed of trends in advertisement, promotional, marketing and other relevant areas. Our solutions focus on optimizing business process and maximizing the impact on your audience. We design our ideas for rapid implementation, ease of use and low total cost of ownership.

The **Firstmark** business approach emphasizes marketing as an essential driver for a business. Hence, our teams are professionally trained to provide calculated ideas in order to optimise your business in effortless ways.

We believe Our business approach comprises **three** essential threads:

- Project Management
- Market Research
- Promotional Activity

Outdoor Advertising

Billboards

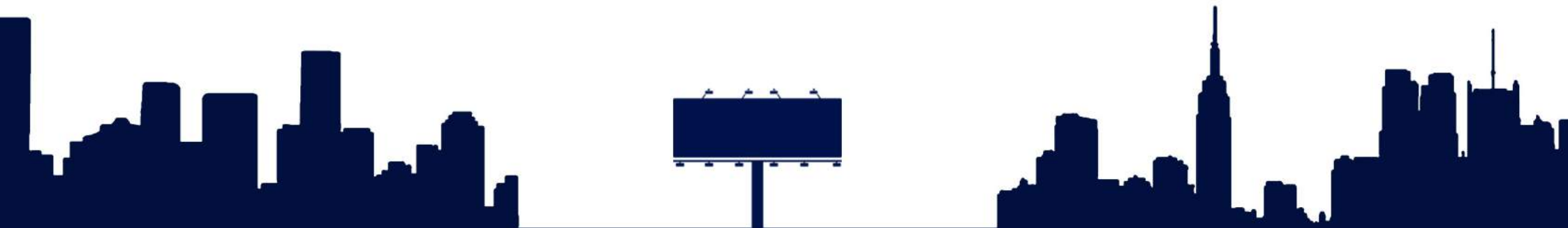
We have more than 200 billboards throughout Malawi that give advertisers a big and beautiful platform to create stunning advertisements, helping build brands and drive sales through high-impact, large-format sites.

Tell your story on our network of 200 billboards in key areas throughout Malawi.

Features

- Majority of our billboards are situated in areas with a population of over 25,000
- Different sizes and formats to suit advertisers' needs
- Our panels are in key locations throughout Malawi and are noticed on large scales

They are perfect for large-scale or targeted campaigns



Building Wraps

HIGH IMPACT, LARGE FORMAT ADVERTISING GRAPHICS

Today, more than ever, size matters. Building wraps are the biggest and most impressive print format we currently produce. As the name suggests, we can wrap an entire building and replace the urban landscape with dramatic advertising images. Building wraps provide a medium that is unmissable, making this type of outdoor advertising very powerful in terms of promoting brand awareness and effectively conveying your brand message.

At **Firstmark** we produce high quality printed fabrics to attract your audience through building wraps. In relation to impact, the wrap is almost impossible to miss. Hence, this is ideal for businesses who are looking to advertise on a large scaled canvas at a reasonable price.



Featured Projects



Client: Lilongwe Dairy

Published: 2017

Media: Billboard & Print

Client: Toyota Malawi

Published: 2017

Media: Billboard & Print



Client: Lilongwe Dairy

Published: 2017

Media: Billboard & Print



SmartLink

subsidiary company of FirstMark

Advertising now is easier than EVER!

SmartLink channels are innovative outdoor billboards that combine CSR and advertising all in one.

We offer bus stage shelters along roads in highly populated areas in variable sizes from 10m x 2.5m and upwards.

Also, Bins with advertisement canvases varying in sizes from 1m x 1m which are located in busy areas and neighbourhoods.

Do it to preserve and maintain a hygienic environment.



SmartLink

IndoorAdvertising

Here's a little of the **indoor media** we provide

Shopping malls have become key points of advertising, with measurable foot counts and defined demographics about the visitors to the various malls across Malawi. It is a convenient way to reach very specific target audiences.

Electronic displays are available at selected malls and supermarkets throughout the country, giving excellent reach at very reasonable rates.



Featured Projects



Client: Lilongwe DAAIRY

Published: 2017

Media: Billboard & Print



mark
Finmark
Advertising & Marketing



mark
Finmark
Advertising & Marketing



mark
Finmark
Advertising & Marketing



InstaLoan

Pay Bills

Send money to a phone number

Send money to a phone number

FDI Bank

All Advertising Services

Billboards

Building Wrap

Airport Advertising

Outdoor LED

Indoor LED

Mall Media

Bus Shelter Advertising

Street Furniture Advertising

Outdoor Advertising Bins

Indoor Shopping Mall Escalator
Advertising

If you may require any other similar services from us, please contact us regarding your query.

GRAPHIC DESIGN

Every piece of graphic design that we create is intrinsically linked with our client's strategic goals. From brand identity, infographics and brochures, to school prospectuses, magazines and presentations, our talented team of multimedia and graphic designers know what it takes to produce stunning work that nails the brief every time.

It is our role as a company to produce truly engaging designs that are cohesive across all mediums whether that be digital or print. With our printing partners, we will surely save our clients a lot of money.



Promotional Activity



T Shirt Branding/Promotion



Promotional Gifts/ Product Branding



Promotional Material

Certificates


MALAWI GOVERNMENT
BUSINESS NAMES REGISTRATION ACT
(Cap. 46:02)
CERTIFICATE OF REGISTRATION

I hereby certify that FARAAZ ISTIAQ carrying on business as
"FIRST MARK ADVERTISING & MARKETING (2015)"


This 12TH day of DECEMBER 2014 have has been duly registered pursuant to
and in accordance with the provisions of the Business Names Registration Act (Cap.46:02 and the Rules
made there under, and have has been entered under the number 174470
in the index of Registration.

Given under my hand at Blantyre this 12TH day of DECEMBER
Two Thousand AND FOURTEEN


V. T. CHIBAMBO MHIANGO
ASST: Registrar of Business Names
Registration Act



K.G


CERTIFICATE NO: 0802868
VAT2

MALAWI REVENUE AUTHORITY
Domestic Taxes Division
CERTIFICATE OF REGISTRATION FOR VAT

Name of Person Registered: FARAAZ ISTIAQ

Trading as: FIRST MARK ADVERTISING & MARKETING AND THE ELECTRONIC STORE

Address of Business: P.O BOX 493 - LILONGWE

Taxpayer Identification Number (TPIN):

3	1	0	1	1	8	5	2
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Effective Date of Registration: 01-May-2015

Principal Place of Business: EBC HOUSE-MANDALA ROAD-AREA 3

Other Places of Business: _____

I hereby certify that the above named person has been registered for VAT under the VAT Act, 2005

06-Feb-2017
Date


Commissioner General

MRA/LIL/00000668

Get Smart - Go VAT

Certificates



Malawi Revenue Authority

Head Office
Msonkho House
Independence Drive
Blantyre, Malawi

Private Bag 247, Blantyre
Phone: (265) 01 822 588
Fax: (265) 01 822 302
E-mail: mrahq@mra.mw
Website: www.mra.mw

Certificate Number: MRA/LIL/004816

Tax Clearance Certificate

This is to certify that FAAAAZ ISTIAQ, Trading as FIRST MARK ADVERTISING & MARKETING AND THE ELECTRONIC STORE (Also trading as THE ELECTRONIC STORE) (TPIN: 31011852), has been cleared on discharge of Domestic Taxes obligations for the period between Jul 1, 2016 and Jun 30, 2017.

This certificate is valid up to Jun 30, 2018.


For Commissioner General



19-Jul-2017

Pay Taxes for National Development

Validation Code **5017 2001 8004 62** Dial *915# to validate this document for free

ALL CORRESPONDENCE SHOULD BE ADDRESSED TO THE COMMISSIONER GENERAL



Malawi Revenue Authority

Head Office
Msonkho House
Independence Drive
Blantyre, Malawi

Private Bag 247, Blantyre
Phone: (265) 01 822 588
Fax: (265) 01 822 302
E-mail: mrahq@mra.mw
Website: www.mra.mw

NOTIFICATION OF TAXPAYER REGISTRATION

Date: May 28, 2015

To: FAAAAZ ISTIAQ

The following particulars of your registration as a taxpayer have been recorded:

Trade Name **FIRST MARK ADVERTISING & MARKETING**
Also Trading as **THE ELECTRONIC STORE**
Full Name **FAAAAZ ISTIAQ**
Telephone Number **0995013786**
Postal Address **P.O BOX 493 - LILONGWE**

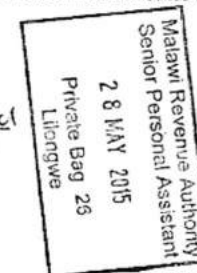
Physical Address **KASSAM ARCADE - AREA 2**

Email: -
Representative **FAAAAZ ISTIAQ**

Your Taxpayer Identification Number (TPIN) to be used in all matters relating to your registration is:
31011852

If there is any change in any of the above particulars, or if you cease to be a taxpayer, MALAWI REVENUE AUTHORITY, DOMESTIC TAXES DIVISION must be notified within fourteen days of the date of the change or cessation.


M.A. Kawesana
for: COMMISSIONER GENERAL



Contact **Firstmark**

Sales

T: +265 1 755 863

E: sales@firstmarkmw.com

Management

T: +265 995 013 786 / +265 211 888 899

E: aboobakerahmed@gmail.com

Registered Office

European Business Centres Office Suite 10, 1st Floor,
Mandala Rd.

Lilongwe, Malawi.

P.O. BOX 493



Firstmark
Advertising & Marketing

- +265 1 755 863
- sales@firstmark.mw
- Lilongwe, Malawi
P O BOX 493
- www.firstmark.mw



Designed by Digital Essentials
digitalesentialsco@gmail.com