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Digital Launch and Brand Positioning Strategy of Ace Printing and Suppliers



By:

Alishba Waheed
Abdul Azeem Alam

01-111212-319
01-111221-001

(BBA /4 Year)

Supervisor:
(Dr Muhammad Usman)

Marketing and Business Department
Bahria University - Islamabad Campus
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Strategy of Ace Printing and Suppliers**

Names of Students:

- Alishba Waheed
- Abdul Azeem Alam

Enrol #

01-111212-319
01-111221-001

Class: (BBA / 4 Year)**Approved by:**

(Dr Muhammad Usman)
Supervisor

(Ms. Naima Khan)
Examiner-I

(Dr. Mohsin Ullah)
Examiner-II

(Ms. Qurat ul Ain Waqar)
Research Coordinator

(Dr. Qazi Subhan)
Head of Department

We dedicate this project to Mr. Sheikh Muneeb Ahmed, the visionary owner of Ace Printing and Press (formerly known as Crystal Printers).

In recognition of his unwavering dedication and commitment to the printing industry since 1985, he has set a benchmark of quality and service with his invaluable support to businesses over the years.

ACKNOWLEDGEMENT

First and foremost, we would like express our deepest gratitude to our project supervisor Dr. Muhammad Usman. His invaluable guidance, expertise and continuous support from the beginning to the very completion of this project have been the corner stone of our success. We are truly thankful for his mentorship and for steering us in the right direction whenever we faced challenges. His advice has been valuable for us.

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EXECUTIVE SUMMARY

This project aims to bridge the gap between Ace printer's physical operational capacity and its digital presence. The core objective was to reposition the firm from a traditional business model to a strategic procurement partner digitally for corporate entities, real estate developers, and government institutions. Using strategic frameworks including Swot Analysis, Porter's Five Forces, and STP (Segmentation, Targeting, and Positioning), we have developed a comprehensive digital ecosystem for the brand to showcase its unique value proposition in the market and growth potential via digital presence.

The implementation phase involved the creation of key digital assets, including a fully functional corporate website to capture B2B leads. A professional Company Profile to establish institutional credibility. Furthermore, a targeted social media strategy was implemented to target distinct buyer personas. The pilot launch, conducted for a month, yielded immediate and validated results. Within just one month of activating the Instagram presence, the brand achieved 14.8k views and gained 155 targeted followers, proving markets appetite for a visualized portfolio.

This project concludes that by effectively leveraging these digital channels, Ace Printing and Suppliers has successfully established a 'defensive moat' against its competitors in the market. The strategic digital launch has not only modernized the brand's image but also increased visibility leading to a strategic engine for lead generation, long term corporate partnership growth and revenue expansion.

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1: INTRODUCTION

The commercial ecosystem of Pakistan is currently going through a pivotal evolutionary phase, defined by the accelerated digitalization of the marketing channels and at the same time resilience of physical branding assets. Within this evolving landscape the printing industry and supply chain sectors, viewed as conditioned to different operational capacities are converging. Ace printers, operating as Ace Printing and Suppliers have positioned themselves at the forefront of this integration in Islamabad, established as hybrid business model that is characterized in high-definition commercial printing and extensive goods supply chain.

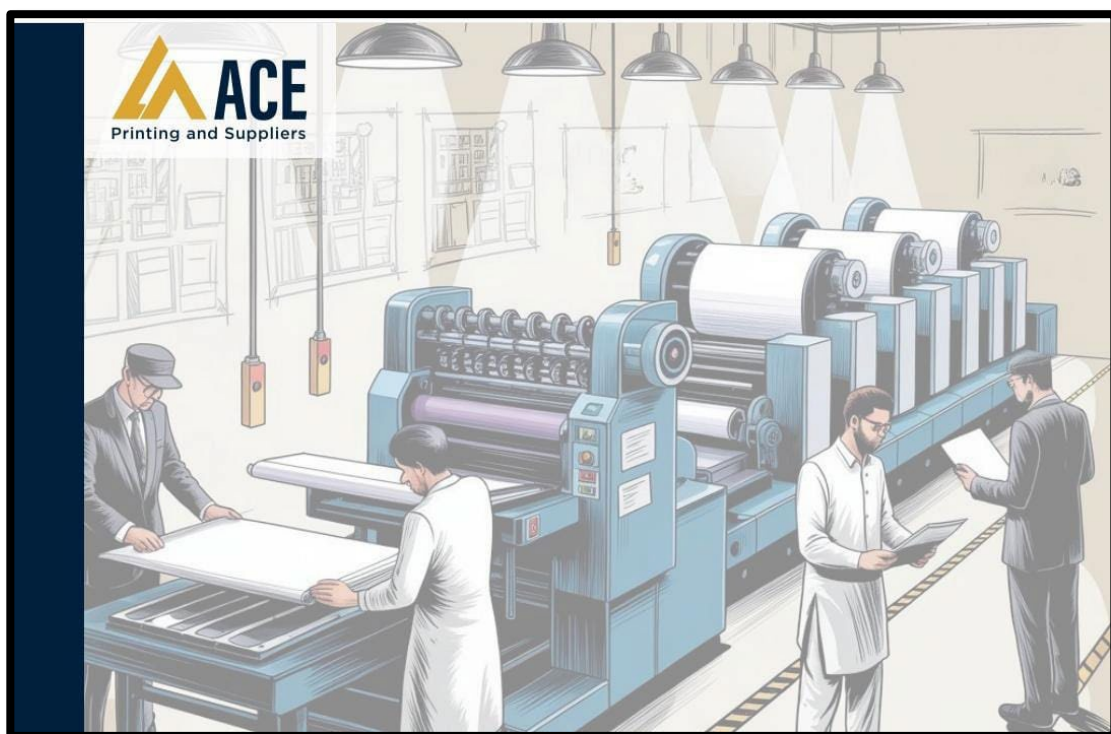


Figure 1 Ace Printing Press

1.1 Background

1.1.1 Inception and Philosophy

Ace Printers was established as a dual- purpose business entity. Designed explicitly to function in a strategic way eliminating the operational divide between creative production and logistical supply. The company operates under the ethos of being a ‘partner in growth’ rather than a mere transactional vendor. This philosophy is rooted in the company with the understanding that modern efficiency is driven by integration. By combining reliability and creativity, Ace printing and suppliers aims to serve as the operational backbone for its clients.

1.1.2 Organizational Vision and Mission

1.1.2.1 Vision

Ace Printers showcases itself as a leader in the general goods supply and commercial printing industry. The vision statement clearly emphasizes the goal of providing “All general and printing supplies, under one roof” this reinforces the strategic forces towards convenience and service integration comprehensively.



Figure 2 Logo of Ace Printing and Suppliers

1.1.2.2 Mission

The mission of Ace Printers and Suppliers is cemented and operationalized on two things, that are impactful and appealing communication (via printing merchandise) and operational efficiency (via general goods). The firm's main motto is to build lasting relationships with their clients through a customer focused approach, giving them power to design their product and Ace efficiently providing and building long term supply contracts.

1.1.3 Strategic Location Analysis

The firm is strategically headquartered at Lower Ground, Zahoor Plaza, Jinnah Avenue Road, New Mal, Islamabad.

Jinnah Avenue is the primary arterial road of Islamabad's central business zone (Blue Area), hosting the headquarters of telecom giants, major banks and government ministries nearby. The location ensures logistical access to high visibility and the city's commercial core. The commercial density of Zahoor Plaza, located in the Blue Area (Block A/E), is a hub for professional services. Proximity to this density allows Ace to service walk in clients and execute rapid deliveries to neighboring offices, a critical advantage for 'urgent' printing services.

1.1.4 The Hybrid Service Framework

In the traditional B2B domain in Islamabad, organizations have historically managed disparate vendor relationships; printing presses for marketing and production, stationers for office consumables and specialized vendors for IT and Industrial equipment. This fragmentation creates administrative friction, leading to inconsistent quality control, logistical bottle necks, and inflated procurement costs. Ace printers addresses these structural inefficiencies by offering a consolidated service portfolio. By harmonizing 'Printing' and 'General Suppliers' under a single roof. The firm offers a strategic 'one stop' solution that caters to the holistic operational needs of an enterprise, from the conceptualization of corporate identity to the procurement of critical office infrastructure.

1.2 Product Line

1.2.1 Vertical A: Comprehensive Printing Services

This vertical address the marketing, operational, and branding needs of B2B clients.

Table 1 Product Line- Comprehensive Printing Services

Category	Key Products & Services	Strategic Relevance
Corporate Identity	Business Cards, Letterheads, Envelopes, Employee ID Cards (PVC), Business Forms	Fundamental for business legitimacy; high frequency reorder items that build client retention.
Marketing Collateral	Brochures, Flyers, Booklets, Catalogs, Postcards, Table Tents	Essential tools for sales teams, particularly in real estate and retail.
Large Format & Outdoor	Billboards, Banners (Vinyl/Flex), Standees (X Stands), Container Covers, Signage	Critical for visibility in Islamabad's competitive real estate market; high value projects.
Corporate Gifting	Custom Mugs, Hoodies/Shirts, Pens, Diaries, Calendars, Corporate Gift Packs	capitalizes on the trend of personalized B2B relationship building and employee engagement.
Publishing & Events	Annual Reports, Company Profiles, Newsletters, Invitations, Event Passes, Certificates	Supports corporate governance and event management activities.
Specialized Packaging	Boxes, Labels, Tags, Plastic/Paper Bags, Tissue Boxes	Serves retail clients (e.g., Madina Cash & Carry) requiring branded packaging solutions.

1.2.2 Vertical B: General Goods Supply Services

This vertical distinguishes Ace from pure play printers, positioning it as a "General Order Supplier" a critical role in the Pakistani procurement landscape.

Table 2 Product Line General Good Suppliers

Category	Key Products & Services	Strategic Relevance
IT & Electronics	Computers, Laptops, Printers, Electronic Accessories, Computer Peripherals	Enables Ace to equip entire offices; high value ticket items compared to stationery. ¹
Office Furniture	Desks, Chairs, Filing Cabinets, Office Equipment	Complementary to IT supply; targets new office setups and expansions. ¹
Industrial Safety	Hi Visibility Vests, Helmets, Safety Gear, Security Supplies	Vital for construction clients (MIM Contracting); ensures compliance with safety regulations. ¹
Operational Consumables	Paper Products, Stationery, Cleaning/Hygiene Supplies, Pantry/Kitchen Accessories	Low margin, high volume "consumables" that ensure daily client interaction and steady cash flow. ¹

1.3 Competitor Analysis

1.3.1 RN Scanner

Located at Ittehad Centre, RN Scanner is a market leader in Blue Area and is considered a staple of quality. They are known to operate as a digitalized system giving them an edge in high quality colour work such as architectural portfolios and printing of thesis. Their reputation is highly regarded as per their reviews on Google. Their weakness is that they are highly expensive which makes affordability for some clients to work with them difficult. Ace can take advantage and differentiate by offering good

quality at more competitive and affordable rates at bulk quantities, while also giving options and suggestions for value added products that RN Scanner does not provide.

1.3.2 Sunrise Digital

A major competitor also located in Ittehad Centre, also positioning itself as a printing press with great skills at graphic design. The strengths are that it has a strong digital persona and emphasizes on providing printing services rapidly at urgent situations. They have a portfolio that is somewhat same as Aces such as commercial printing merchandise and large format printing including offset printing. It can be said to be a direct competitor for Ace in providing prints during urgent times and also corporate gifting. The main difference between Ace and Sunrise is that Ace's portfolio extends to general good supplies as well such as IT hardware and furniture, which provides a better procurement solution then reaching out to Sunrise Digital.

1.3.3 Industree

Positioned in the sector of G-9 Markaz Islamabad, focuses on quick and affordable top tier designing services. They have high quality designers that officer smart strategies and can create unique styles and design, so we can say Industree controls the creative process. Ace can be seen as the partner in execution. While Industree focuses on designing client's orders and brands, Ace on the other hands prints the merchandise and supply the infrastructure of the office as well. On a production and logistics capacity Ace competes while Indus tree competes on a creative strategy.

1.3.4 Strategic Positioning Summary

Ace Printers and Suppliers positions itself as a strategic procurement partner alongside a commercial printer, which helps Ace navigate and position itself in this competitive market. As we can see that Sunrise Digital owned the urgency department and RN Scanner owns the good quality category, Ace on the other hand owns integrated supply niche which is a high crucial value proposition as it is a place where a single client can order 10 laptop bags, 500 safety nets and billboard in a single transaction. This creates

an unavoidable advantage in the market competitively and increases the market share potential for Ace Printing and Suppliers.

1.4 Problem of the Project

1.4.1 Introduction to the Problem Landscape

In the contemporary B2B landscape of Islamabad, the gap between digital visibility and physical capability has become a critical vulnerability. While Ace Printing and Suppliers has established a successful foundation in Islamabad physically, it's reliance on location based traditional client acquisition is becoming a negative and limiting factor to its growth as a company.

According to the global Business to Business procurement data, seventy percent of Business-to-Business buyers now search information about new suppliers online before engaging in a phone call or any sort of physical meeting. Ace Printers operate in the industry has a well-known yet hidden celebrity, being a firm with immense production capacity and effective supply chain logistics, which can be proven by their contracts with Madina Cash and Carry and FM Radio Power 99, but have a virtually none existing digital footprint.

The core problem does not lie within the company, such as product or service quality, the core problem lies in the lack of digital presence and discoverability. In an era where procurement officers in Islamabad and also Rawalpindi, use social media and Google to search out for vendors, Ace Printing and Supplier's absence from such said platforms makes it seem "invisible" to a vast majority of the market that does not pass by Ace's address in Zahoor Plaza.

1.4.1.1 Walk in Dependency Trap

The major issue ace faces are over reliance on walk in traffic and referrals. Located at Zahoor Plaza, the business seems constrained physically. While location may seem prime at Jinnah Avenue, a business at basement level relies heavily on customers

knowing exactly where the shop is. Without the use of Google Maps or an online presence, potential clients from major sectors such as F- Sectors or G – Sectors are likely choosing going to competitors like RN Scanner or Print Place because they simply appear first on a Google search. Currently, Ace Printers waits for customers to arrive, in a competitive printing market, rivals are actively focusing on targeting corporate clients via established websites and social media targeted ads. By lacking these channels Ace suffers and surrenders the “first mover” advantage to competitors who can take over and intercept a client’s interest before they ever step foot in Blue area.

1.4.1.2 The general Supplier Gap

Most current and existing clients perceives Ace as a “Printer” A client who prints their letterheads from Ace might go to separate vendor for office laptops or safety vests simply due to being unaware that Ace offers these supplies. Without a digital catalogue or website that showcases full range of corporate merchandise, IT equipment, books and IT equipment, Ace would look significant business and revenue per client. There is no platform that was before available for ace to display a “One Stop Shop” value proposition.

1.4.1.3 Lack of data

In its manual mode of operation, Ace Printers operates in a data vacuum. There is no software, systems or mechanism to track that which service are generating the most appeal and interest before a sale is made. The management cannot track how many people searched for “Safety Vests in Islamabad” compared to “Offset Printing in Islamabad”. When corporate clients shop for products for a quote then leave, if they don’t return the lead is often lost. With a digital presence such as email and social media, Ace can keep track and could retarget these potential clients, giving them incentives and reminding them of Ace’s services.

1.4.1.4 Trust Verification Deficit

For high value corporate clients (such as FM 99 or NGOs like Strengthening Participatory Organization) trust is crucial part and currency of the transaction. When

a new procurement officer considers Ace for a high value contract, they will search inevitably for the company online to verify its legitimacy and work quality. Finding no social media or website raises a question in the company's credibility. Without a website as evidence or Instagram to display the high quality of Ace's previous work done (e.g., the branding done for Mall of Garden City) Ace cannot prove its quality claims to remote clients.

1.5 Project Objectives

1.5.1 Desired End Results

The main objective of Ace Printers (Ace Printing and Suppliers) is to transform from a traditional brick and mortar service company into a fully integrated procurement partner digitally. While the company does operate successfully in its own way of word of mouth, references and other physical channels in Islamabad, the end desired result is to establish its dual-purpose business model into a prime and flawless digital infrastructure.

The project aims to achieve a digital persona of Ace Printer's existing physical capabilities. In the physical world, Ace Printing and Suppliers provides a plethora of commercial printing products such as flyers, brochures and billboards, and also general goods such as laptop bags and safety gear. The desired end result is a platform on the web and marketing ecosystem where this matrix of complex service is simplified for the general people and especially the corporate buyer. This creative digital interface must allow a major business's procurement officer to navigate seamlessly between designing and creating digital marketing boards and safety vests for their construction sites, without the hassle of multiple vendors.

The design and implementation phase targets the making of a Business-to-Business portal of a high conversion such as a website. Unlike Business to Consumer models like any food company such as Tandoori which focuses of impulsive buying and appealing the appetite, Ace Printing and Supplier's desired result is procurement efficiency. In the end, the final outcome is where the cycle of a client's relationship

with Ace (Introduction, Initiation, History, and Growth) are managed digitally, reducing the administrative overhead and positioning Ace as a strategic supply chain partner not just a vendor.

1.5.2 SMART Goals

1.5.2.1 Smart Goal 1: Establish Digital Brand Authority (Visual Dominance)

1.5.2.1.1 Context

Addresses the problem of "Digital Invisibility" and the "Trust Verification Deficit".

1.5.2.1.2 Specific

Launch and maintain an Instagram portfolio of high-aesthetics to showcase the "Printing Vertical" (custom merchandise, large format) and a professional Company Profile to show credibility.

1.5.2.1.3 Measurable

Achieve 10,000+ content views and 100+ targeted followers within the first month of Instagram

1.5.2.1.4 Achievable

The pilot phase proved that high-quality visual content (Reels/Posts) resonates with the local market, making the of 20% month-over-month growth realistic.

1.5.2.1.5 Relevant

Solves the critical issue of verifying Ace printers work for high value remote clients.

1.5.2.1.6 Time-bound

Month 1 for initial traction; Month 6 for full brand maturity.

1.5.2.2 SMART Goal 2: High-Value B2B Lead Generation

1.5.2.2.1 Context

Addresses the "Walk-In Dependency Trap" and the need for the need for high value lead generation.

1.5.2.2.2 Specific

Deploy a responsive website equipped with a "Request for Quote" engine to get capture leads from corporate sectors (Real Estate, NGOs) that search online rather than visiting physically.

1.5.2.2.3 Measurable

Secure at least 1 qualified corporate lead (RFQs) from the website within the first month of Launch.

1.5.2.2.4 Achievable

By targeting specific keywords like "Corporate Printing Services Blue Area", the website captures traffic that competitors miss.

1.5.2.2.5 Relevant

Directly removes the risk of solely relying on location-based foot traffic for generating leads which limits the growth potential.

1.5.2.2.6 Time-bound

Month 1 of Website Deployment.

1.6 Need of Project

1.6.1 Mitigating Vendor Fragmentation

The main need for the project comes from the lack of efficiency in the multiple vendor procurement. A typical client of corporate nature in Islamabad such like Park View City or Power 99 FM require a large variety of products such as corporate stationery for head office, IT equipment for sales teams, large format billboards for on-site marketing. If a company had to source commercial printing goods and general goods from different vendors it would have been a hassle for the administration and a lot of dealing on supplier's bargaining powers. Ace fulfills the need for combining all vendors into one, streamlining supply chains for other companies and to unify billing invoices of any kind to conform brand consistency across diverse products such as ensuring the colors of the logo on the mug matches it on their business card

1.6.2 Bridging the Quality Reliability Gap

Though there are many printing presses that exist in Islamabad, many work in small scale jobs basically called job shops with very limited quality proofs or there are high end boutiques which have very extra pricey scales. Similarly, the general order supplier is often plagued with hidden quality issues and the prices they have, because they have the supply supplier power, they price very high. Ace Printers addresses the need for a professionalized transparent partner that is capable of managing like price sensitive and high workload tasks. This is proven by their existing engagement and work with companies like HelpAge International, Black Box Sounds, FM Power 99. These companies need high regulatory compliances. They have strict quality standards to meet and they have strict delivery timings to follow, and Ace Printers has completed all of these on time. This shows that this project is necessary to provide a reliable service tier

that sits between the ultra-premium pricey agencies and the general informal market.

1.6.3 Supporting the "Phygital" (physical + digital) Marketing Ecosystem

In a recent trend, Pakistani businesses are trying to adopt digital marketing strategies, the role that the printing industry had has changed rather than finished. Physical printing merchandises such as standees, brochures and gift packs now serve a crucial point that reinforce campaigns that are digital, also known as phygital marketing. Ace Printing and Suppliers are molded in this ecosystem that offers digital printing services to print on demand for businesses are allowed, reducing the inventory waste and also confirming that physical collateral is able during face-to-face interaction to convert digital leads.

1.7 Budget Settings

The budget allocated for the project was PKR 335000 to fully digitalize the company and take the business from traditional model to digitalized business system.

1.7.1 Instagram

As the project required digitalization, we had spent PKR 5000 on Instagram ads for awareness of the company. However, we have proposed a budget of PKR 15000 monthly on the company page to endorse new products and reach more audience in other cities as well to increase the customer base.

1.7.2 Website

To reach high value clients like corporate giants, NGO'S and government institutions we had devised a fully functional professional website for the company to increase

customer base of high value clients. We created a functional website however domain is not yet purchased. We have proposed the idea to the company to purchase the Domain which would cost PKR 70,000 Yearly and will help generate many leads and also contribute to credibility and accessibility.

1.7.3 App

We had proposed the idea of an application for Ace printers and Suppliers which is a portal only for high value clients that have contracts with the company and long-term commitment for them to place orders, get real time updates on projects and can make modifications on things timely and give real time feedback on products as well. We have proposed a budget of PKR 2 lakh for application which can be made to help build strong customer relations and long-term partnerships.

1.7.4 Social Media Manager

We proposed them the idea of either working with us and we can continue working on their digitalization and help them fully expand or hiring a social media manager who can manage the social media and help business digitalize and increase customer base. That would cost then at least PKR 50,000 a month

2: RELEVANT STUDIES AND THEORIES

This chapter established the theoretical and historical foundations for strategic digital launch of Ace Printing and Suppliers. It synthesizes key academic frameworks; Segmentation, Targeting and Positioning (STP), the AIDA customer acquisition model, and Porter's Five Forces to provide scholarly justification for the firm's necessary digital transformation. Furthermore, we contextualize the project within the evolutionary trajectory of Pakistan's printing industry. Analyzing the critical paradigm shift from traditional offset methods to the contemporary 'phygital (physical + digital) ecosystem.

2.1 Historical Evolution of the Printing Industry

2.1.1 From Analog to Digital:

The printing timeline history is of continuous disruption of technology. The printing industry remained the same for many centuries as per historical records, until the creation of a movable type press in 1440 in Gutenberg, which made mass production easy by democratized information. In the modern printing era, the most important shift with the transition of offset (analogy) to digital printing came in the late 20th century.

Historically, the printing industry was submerged in the offset lithography. This process was best for public sector high volumes promotions and publishing in mass media because of it relying on economies of scale, where high setup costs are justified by large orders as a necessity. Global printing industry with time pivoted towards digital printing, which allowed the accessibility for short run production. This helped businesses to print on demand and short amounts, reducing the amount of inventory waste and allowing on point personalization rapid which a key requisite in corporate branding modern times. Ace Printing and Suppliers must remain competitive against upcoming new entrants in such a global standard.

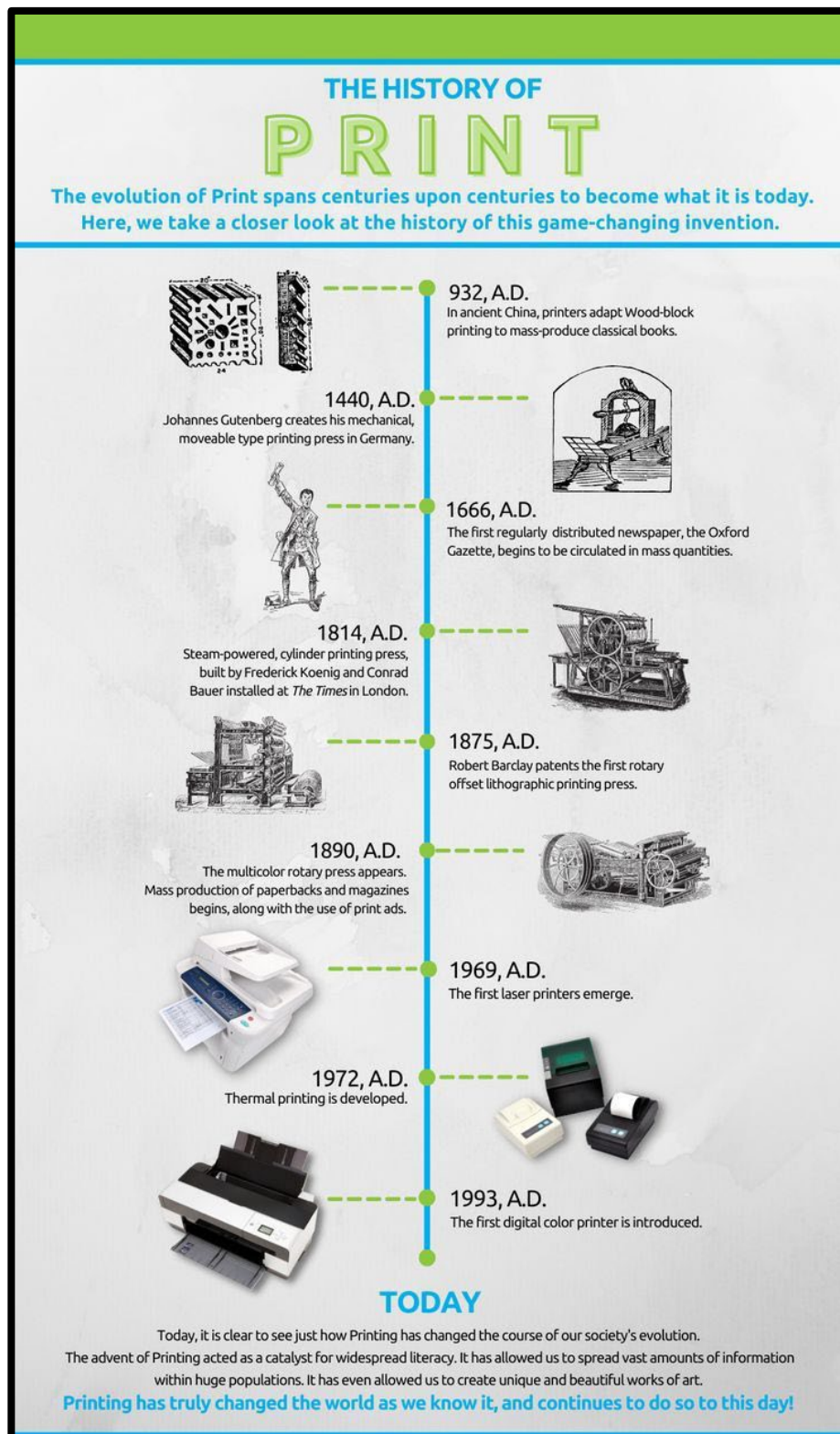


Figure 3 The Historical Evolution of Printing



Figure 4 A Drawing of an Old Setting of a Printing Press

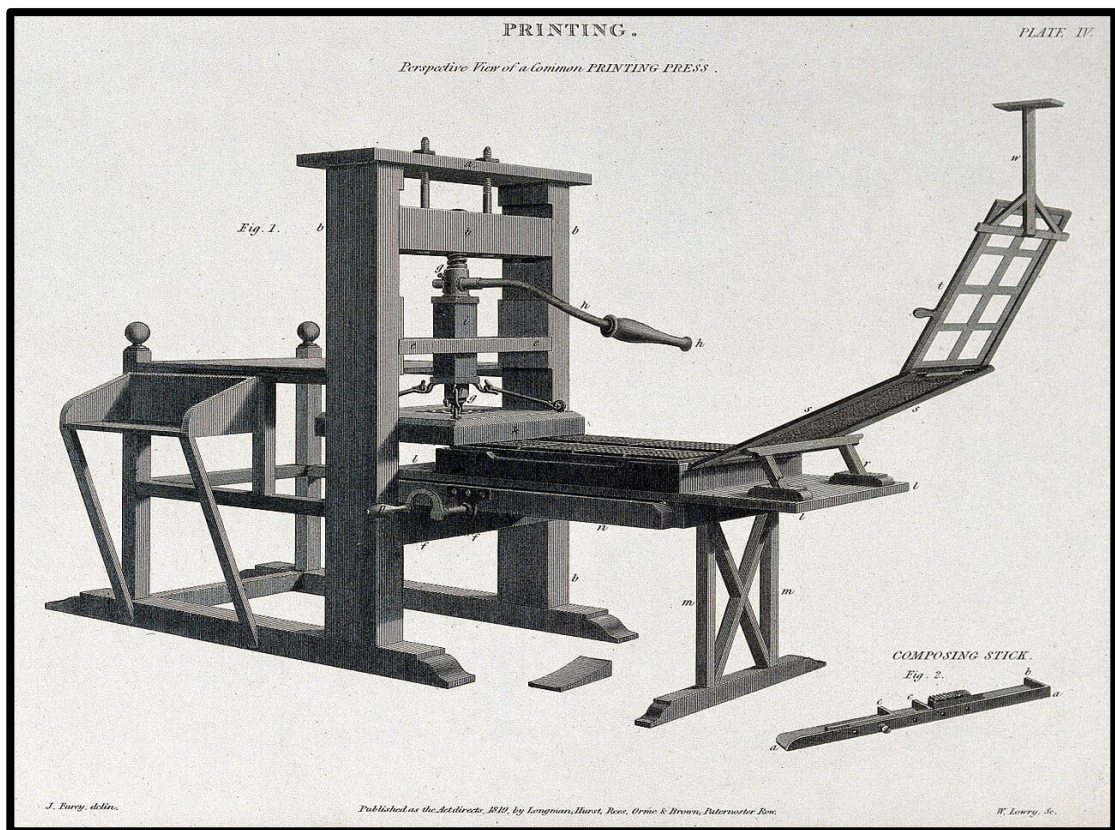


Figure 5 Printing Press, Engraving of the First Monotype



Figure 6 Modern 16-Color Printing Machine

2.1.2 The shift to integrated service models in Pakistan

In accordance to the local and global trends, the Pakistan printing industry is currently undergoing a transitional period, the market trends are changing its dependence on high volume printing for the masses to small but tailored and personalized printings for corporate private sectors. While the rise of digital media and the amount of its consumption has greatly and negatively affected running traditional modes of revenue such as newspapers, the demand has diversified for specialized commercial printing. Businesses that are in the industries of high growth such as real estate, food and retail need to convey luxury and style through physical assets. These are essentials that digital media cannot provide.

All of this has led to the demand for:

2.1.2.1 Specialised Packaging

Essential for retail branding such as the cloth bags for Madina cash and carry

2.1.2.2 Large Format Outdoor Media

It is critical for real estate marketing and promotions for companies like Mall of Garden City.

2.1.2.3 Personalised Corporate Gifting

Increasingly used for the B2B relationship management.

Printers are changing and evolving from simple manufacturing firms into providers integrated Service Providers. Ace Printing and suppliers leverages the demand by serving as a physical anchor for the client's brand equity by providing supply solutions and industrial grade printing. Ace Printing and Suppliers becomes a strategic partner from a commodity seller by this hybrid approach.

2.2 Digital Launch and Visibility Strategies (Literature Review)

This section of the report reviews the literature regarding integration of digital aspects on traditional Business to Business businesses, thus the strategy proposed to Ace being validated.

2.2.1 The Importance of Digital Presence

Ahmed et al. (2014) states to interact cheaply and effectively with a mechanism is provided by digital media, for cost conscious markets like Pakistan is very crucial. Digital visibility is the main essential tool to attract clients and break geographic constraints beyond the immediate location of Ace Printing and Suppliers.

2.2.2 social media as a B2B Tool

Research by Annabi and Brahami (2023) confirms that majority of the companies now (98%) to improve commercial performance use social media. For the company, platforms like LinkedIn are not to be used for the socializing aspect but it is a major important place to reach out to procurement officers of top corporate entities. The literature says that consumer behaviour has been moulded by social media which makes it a need to verify quality and building trust with prospective clients through a digital portfolio which shows all the tangible products like corporate gift packs and Billboards.

2.3 Theoretical Framework

2.3.1 Competitors analysis (Porter's Five Forces)

2.3.1.1 Threat to New Entrants (Moderate)

While the barrier to entry for any sort of a basic digital print company is low, as you only need a small shop and a small printing machine, for a company having Ace's specific business model that has an "Integrated Corporate Supply" Is high. A new company might easily be able to print business cards but would have major problems supplying general goods such as office furniture, safety gear and office supply side by side. Ace's deep relations with its existing high barrier clients like FM 99 and Sukh Chayn Residence can create a huge fortress that the new entrants cannot bypass. The digital platforms of Ace must showcase these relations to derail price undercutting start-ups.

2.3.1.2 Bargaining Power of Suppliers (High)

Ace is operational in an industry which is resource intensive. Paper, inks and plates are majorly controlled by some distributors in the country. Margins on electronics and computers depends on global trends of trends and authorized distributors. Ace has a small control over raw materials costs. There must be focus on high margin value

added products and services in the digital strategy, like giving delivery premiums or having customized gift packs to have some sort of backup in case suppliers increase prices.

2.3.1.3 Bargaining Power of Buyers (High)

The corporate companies in Islamabad are price sensitive and very much sophisticated. A procurement manager at a top firm like Park View City likely are in contact with about three vendors obtaining quotations before contracting with one. The digital persona can just be a “small image ad” like a brochure, it must convene convenience and accessibility as a cost to switch. If a client has their entire work history, design files and templates saved on the Ace’s website portal, they are less likely to switch to a cheaper competitor where they have to start every time as a completely new venture.

2.3.1.4 Threat to Substitutes (Moderate to High)

There is threat is high, digital marketing (such as Instagram ads) is a convenient alternative for paying and getting printed brochures and flyers. For general supplies the threat is low as there cannot be a “digital form: for a tissue box or a safety helmet. The hybrid model Ace has is their greatest characteristics and also a good defence. There must be cross pollination between these categories in the digital design, and to support the print division there must be a stable demand for supplies.

2.3.1.5 Competitive Rivalry (High)

There is in a word a “Red Ocean” in the printing sector in Islamabad, with competitors like Print Place and RN Scanner operating in the same city. While most printing presses just play the role of printers, Ace differentiates itself by having a hybrid dual purpose of business. There should be clear and aggressive highlight of this on website and social media and must look like a one stop shop and a corporate procurement access firm. The company’s social media and website design must feature printing services and general goods supply to be able to distinguish Ace from other casual printing vendors.

2.3.2 SWOT Analysis

2.3.2.1 STRENGTHS

Hybrid Business Model

Ace has a unique competitive advantage by combining and providing both general goods supply with printing solutions. Unlike some of its competitors who are strictly printing presses, Ace can provide clients with office chairs and business cards creating an incentive vendor consolidation that is appealing to company's corporate procurement officers.

Prestigious Client Portfolio

The firm has an established persona of high-profile clients including Madina Cash and Carry, FM Power 99, Mall of Garden City and Black Box Sounds. This level of a portfolio serves as an outstanding proof socially, validating their skills to handle work of quality, volume and regulations at top level.

Strategic Location

With its location being Zahoor Plaza at Jinnah Avenue, Ace is physically embedded at a primary business area that is accessible to all customers for visits and sample deliveries, this also supports rapid logistics and face to face relationship management with neighboring corporate companies.

Diverse Product Range

The sheer variety of products, ranging from packaging materials to IT equipment to safety gear to even large-scale billboards, embeds and insulates the business from downturn in any of the categories.

2.3.2.2 OPPORTUNITIES

The Phygital Shift

As Pakistani businesses increase digital marketing spend, they require physical assets in need of support of it (e.g., branded merchandise for influencers). Ace is perfectly positioned to anchor digital campaigns by producing physical assets

Real Estate Boom

Islamabad's real estate sector is aggressive. Developers like Mall of Garden City and MIM Contracting require constant need of site safety vests, marketing brochures and hoardings, Ace has the ability to expand into this as well.

Government Digital Procurement

Pakistani Government is moving towards a system of E-procurement, having a verified status as a supplier and a digital catalogue will be a mandatory part for taking part in bids on federal contract.

Corporate Gifting Culture

In corporate businesses in Pakistan, there is a growing trend for employee engagement personalized. Ace's hoodies, shirts and overall corporate gift packs are set directly according to this trend and have a high margin for and potential for growth.

2.3.2.3 Weaknesses

Inventory Management is Complex

Managing two very different product categories (manufacturing print and general goods) creates burden and complexity logistically. The company has to ensure the availability of these everyday essentials along with custom printed merchandise

requires a strict supply chain management, which without automation can result in failure.

Jack of all Trades Perception

While Ace being a one stop shop is to be considered a strength, it can also become a point of weakness if top quality firms take the perception that Ace has no speciality and is a generalist. Clients that seek specialised merchandise might sometimes consider to work with specialised companies that works only on that one product than a “Printing and Supplier” firm.

Digital Invisibility

Despite having a strong physical presence, the lack of a strong digital foothold before this project, means Ace misses out on a mass of potential clients. When potential clients search online for services, the traditional references and word of mouths have no effect.

Manual Order Processing

Without the proposed digital systems, the order would probably be taken manual such as written via phone call, which can lead to potential errors in quantities and special requests in the orders that might be complex

2.3.2.4 Threats

Import Dependency and Inflation

The said industry of printing heavily depends on imported materials such as ink and paper, and the general good section depends on machinery and electronics. When the Pakistani currency devalues then its becomes a threat to the company’s margins.

Digital Substitution

There is a global decline for the use of paper and shifting to digital emails and sending of PDFs by WhatsApp, decreasing its use and threatening a large chunk of Ace's revenue stream, Ace must pivot into packaging and more emphasis on merchandise to divert this threat.

Intense Competitive Rivalry

Islamabad is densely populated with many established and old trusted printers, and those competitors that already have an established digital persona may have already taken much of that digital market share.

Supply Chain Disruption

Heavily relying on external suppliers for their general goods vertical, such as electronics and furniture, exposes the risk for company to experience a stock out in the case of any political or financial disruption nationally which could damage their reputation for having proclaimed of having consistent availability.

2.3.3 Segmentation, Targeting and Positioning

To ensure the execution of Ace Printers digital growth and transformation successfully, a highly in depth STP Model - Segmentation, Targeting and Positioning (Kotler, 2003) is used to address the "Vendor Fragmentation" problem. It dictates that a company must define its niche. This approach that is strategic and ensures that the digital foundations and platform is not just a mere generic website, but a tool that is designed to capture high value market share in the B2B landscape in Islamabad's competitive market.

2.3.3.1 Market Segmentation

The B2B printing and supply market and industry that is in Islamabad is consisting of diverse entities with varying needs, from a corporate head office that requires branded products and merchandise to a school or university needing thousands of exam papers with also some branded merchandise. We segmented this existent market based on the Psychographics (their buying behavior) and their Demographics (the firm characteristics)

2.3.3.2 Demographic Segmentation

Potential clients are categorized based on verifiable objective data points that are relevant within Islamabad.

2.3.3.2.a Corporate Officers (Diplomatic Enclave and Blue Area)

Their profile would be telecommunication companies such as Jazz and Telenor, multinational corporations and Headquarters of banks. Their needs would be high volume daily use printing products (forms and invoices) and branded corporate merchandise such as employee kits and annual reports. The location reference would be best around the proximity of Ace Printing and Supplier's physical location that allows for the critical logistical advantage of "Same Day Delivery)

2.3.3.2.b Real Estates Agencies and Developers

Their profiles are large social housing societies like Gulberg Green, Eighteen or Park View City. Their needs are large format outdoor media (such as container skins, construction safety gears like helmets, vests and lastly billboards). Their volume is extremely high budget per transaction though as it is project based, it is low frequency.

2.3.3.2.c Educational Institutions

Profile would be universities like NUST, FAST, Bahria University and also schools like Beaconhouse, City School and Head start. Their needs are printing bulk

documents (such as exam papers and prospectuses) Student ID cards, and event props and collaterals (such as shields and convocation backdrops). This aspect focuses on demand during peak admission cycles (August/September) and convocation seasons.

2.3.3.2.d NGOs and Government Ministries

Their profile are international aid organizations and federal ministries. Their need requires formal quotations, auditable supply chains for items like public awareness campaign flyers, meaning to follow strict compliance-based procurement.

2.3.3.3 Psychographic Segmentation

This type of Segmentation delves into the thought process and mind of decision makers and procurement officers ace is targeting.

2.3.3.3.a Brand Guardians

These are Brand Directors or Marketing managers. Their motivation is quality and consistency. They are horrified of a poor-quality print job that would ruin their company's image. They are highly demanding regarding product and its colors meticulous that matches their shade/colour of the logo, but they are less price sensitive than others. Their pain point are inconsistent vendors who produce and deliver cheap paper stock or blurry images.

2.3.3.3.b Efficiency Seekers

Their roles are Procurement Officers or Administration Managers. Their motivation is convenience and speed. They manage dozens of vendors and are overworked. They value a shop which has it all, where they, for example, can order coffee mugs for the

pantry and business cards for the CEO in a single email. Their pain point is the administrative headache of managing separate invoices for stationary, printing etc.

2.3.3.4 Targeting Strategy

Ace Printing and Suppliers, with their initial start, alignment with capabilities and based on the profitability potential cannot serve everyone. We have selected segments specific to focus on prioritize.

2.3.3.4.a Primary Target Audience: The Corporate Procurement Officer

Let's take the persona to be "Mr. Alam" who is an admin manager at medium to high level corporate office at Blue Area. The main reason to target said person as he controls the recurring budget. The Admin Manager orders these operational supplies monthly (paper, toner, stationary). Strategy being that the digital platform must be built for the said person. It needs downloadable invoices for finance, a bulk request form and a "Reorder" button.

2.3.3.4.b Secondary Target Audience: Real Estate Marketing Teams

For this, the persona would be "Ms. Zeenat" who works as a Marketing Department Head at a real estate agency. The reason to target her is because Real Estate marketing requires large format printing (billboards/streamers) that have high margin. These are top tier product to generate a significant sum of revenue. The strategy with such a persona is to use Instagram to target this segment with visually stunning shots of the installed billboards through drones, and top-quality brochures to prove Ace is capable of Aesthetics.

2.3.3.4.c Exclusionary Targeting (Walk-in student)

While Ace is in Islamabad and near universities, targeting individual students for single assignments (e.g., printing one research paper) is low margin and generally not

preferred, as the machines are designed to print bulk copies. They would sometimes get such prints done but there would be wastage as well. So, the digital strategy would be to not optimize keywords such as “cheap photocopy” to avoid clogging of social media and email with low value requests and inquiries.

2.3.3.5 Positioning strategy

Positioning defines how Ace Printers and Suppliers sits in the mind of the customers and clients, compared to the competitors like Print Place and RN Scanner.

2.3.3.5.a Problem with Current Positioning

In today’s time, the market and its people perceive printing presses as “Job Shops”, places you go with specific task, get it done and leave. There is no connection with little to no loyalty.

- Competitor A (RN Scanner): Positioned as “high quality high price.”
- Competitor B (Local Photocopy Shops): Positioned as “cheap and low quality”

2.3.3.5.b Ace’s New Positioning: “The Integrated Operational Partner”

We will position Ace Printers not as a “print shop” but as a strategic partner for B2B Businesses.

2.3.3.5.c The Core Proposition:

“For the corporate procurement officer who needs to equip an office and build a brand, Ace Printers is the only provider in Islamabad that combines industrial grade printing with general supply logistics, eliminating the chaos of multi-vendor management.”

2.3.3.5.d Positioning Pillars:

Reliability Over Novelty

In the B2B world “Boring is good”. Clients need confirmations that every time, their order will arrive on time. Tagline “delivered as promised” Digital evidence being the website will feature a status that says “Track Order” and clear delivery timelines.

The “Hybrid” Advantage (The Moat)

The fact Ace does what others don’t, we will aggressively market that. The concept being “why send a driver to the hardware store for safety vests and then a separate place for print? Get vests printed and delivered by Ace”. The Visual Positioning being marketing materials will show “Cross Category Bundles” (e.g., Kit containing letterheads, business cards, stationary supplies under the name “New Office Setup Kit”

2.3.4 The AIDA Model (Attention, Interest, Desire, Action)

The AIDA Model serves as a basis for ‘digital launch’ strategy to solve the ‘passive sales cycle.’

2.3.4.1 Attention

Moving the visibility of the business from physical location at Zahoor Plaza to digital platform Instagram and website for google search results once the domain is bought.

2.3.4.2 Interest

Capturing interest of the target consumers by showcasing the products and services of the business via digital presence.

2.3.4.3 Desire

Building desire for the products and services that Ace printing provides through social proof via display of high-profile portfolio displays (e.g., Black Box Sounds) on digital platforms.

2.3.4.4 Action

Converting the web and Instagram potential leads into established clients via digital 'Get a Quote' mechanism.

2.3.5 Market Sizing Analysis (TAM, SAM, SOM)

To determine the financial viability of the digital launch and the revenue potential of Ace Printing and Suppliers, we have conducted a market sizing analysis using the TAM, SAM, and SOM framework. This analysis validates the scope of the "Hybrid Service Framework" within the local and national economy.

2.3.5.1 TAM (Total Addressable Market)

The total possible demand for Commercial Printing, Packaging, and Office Supplies across Pakistan is known as the Total Addressable Market. The estimated market size for Ace is PKR 800 billion.

The Pakistan Association of Printing and Graphic Arts Industry (PAPGAI) estimates the local printing and packaging sector size at approximately \$4.5 - \$5.5 billion. This creates a massive Total Addressable Market that includes every business, educational institution, and government body in Pakistan requiring printed materials (packaging, publishing, marketing collateral) and general office supplies. While Ace cannot currently serve the entire country, this figure represents the theoretical ceiling of the industry Ace operates within, confirming it is a high-volume, multi-billion rupee industry.

2.3.5.2 SAM (Serviceable Available Market)

The segment of the TAM that is within Ace Printing and Supplier's geographical reach and operational capacity is known as the Serviceable Available Market

The Islamabad and Rawalpindi (Twin Cities) Corporate and Government Sector is the scope for SAM (Serviceable Available Market) estimated at PKR 15 - 20 Billion

As stated in Section 1.1.3, Ace is headquartered in Blue Area, Islamabad. The company's logistics allow for "Same Day Delivery" primarily within the Twin Cities. The SAM is restricted to the B2B (Business-to-Business) sector, specifically targeting Registered Companies, NGOs, Real Estate Developers, and Government Ministries headquartered in Islamabad. Islamabad contributes significantly to the service sector economy, and with the Real Estate boom (e.g., Park View City, Eighteen), the demand for "Large Format Outdoor Media" and "Corporate Stationery" in this specific region is highly concentrated.

2.3.5.3 SOM (Serviceable Obtainable Market)

The portion of the market Ace can realistically capture in the short-to-medium term (1–3 years) given its current budget, digital presence, and competition is known as the Serviceable Obtained Market. The estimated market is 0.5% - 1% of SAM (approx. PKR 50 – 100 million Annual Revenue)

As detailed in Section 2.3.1, Ace has a unique "Hybrid Business Model" (Printing + General Supplies) which competitors like RN Scanner (pure printing) or general stationers do not offer. This allows Ace to capture a niche of clients looking for "Vendor Consolidation." With the new website and Instagram strategy (yielding 14.8k views in the pilot phase), Ace is now visible to the 70% of B2B buyers who research online, allowing it to capture market share from "invisible" traditional competitors.

Based on the project objectives (Section 5.2.1), targeting just 2-3 major government tenders or real estate annual contracts (like the PKR 70,000 pilot order from SPO) makes this target achievable.

3: METHODS AND TECHNIQUES

Below are the details for the research methodology and procedural framework adopted to execute the digital transformation for Ace Printing and Suppliers. It outlines the primary and secondary data collection methods, the analytical tools employed to interpret the market landscape and the financial and temporal scope of the project

3.1 Data collection methodology

3.1.1 In – depth Interviews

Structured interviews were conducted with the owner, Mr. Sheikh Muneeb Ahmed to deconstruct the company's 'hybrid' business model and historical evolution. These sessions were important in identifying the core operational problem, a heavy reliance on 'walk-in' clients and no digital presence.

3.1.2 Field Observation

We conducted on-site visits to the Zahoor Plaza facility to observe daily operations. These observations confirmed that the business relies on walk in clients or word of mouth sales **only** and has no digital presence at all.

3.1.3 Pilot Testing

In order to generate real- time performance data, an official Instagram page for the brand was launched in November. We monitored user interactions, including views, reach and follower growth, all were monitored for a 30-day period to validate the market's response to visual content.

3.1.4 Competitor Analysis

We ran a digital audit on key competitors, especially RN Scanner and Sunrise Digital. Their digital footprints (websites, social media engagement) were analyzed to identify the ‘gaps’ in the market such as integrated supply chain marketing, which Ace could exploit.

3.2 Tools Used to Analyse the Information

A series of academic frameworks and digital tools were employed to synthesize the gathered data and formulate the strategic launch plan.

3.2.1 Strategic Frameworks

3.2.1.1 SWOT Analysis

This framework was used to analyze Ace’s internal strengths (working with big companies) against external threats like digital invisibility.

3.2.1.2 Porter’s Five Forces

Porter’s Five Forces was applied to assess the competitive intensity of the Blue Area Market, focusing on the high bargaining power of corporate buyers and the threat of new entrants.

3.2.1.3 STP Model (Segmentation, Targeting, Positioning)

The STP model was utilized to segment the diverse client base (e.g., Real Estate / Corporate) and to reposition Ace from a traditional printer business to a 'Strategic Procurement Partner' via digital presence.

3.2.1.4 AIDA Model (Attention, Interest, Desire, Action)

The AIDA Model is used to structure the digital content strategy, ensuring that visual assets, from Instagram posts to website portfolio all systematically guide the potential clients from initial brand awareness to the final 'Action' call in requesting a quote

3.2.2 Digital Analytics Tools

3.2.2.1 Meta Business Suite

The business suite was used to track performance metrics for the pilot launch, recording 14.8k views and engagement rates across the new Instagram.

3.2.2.2 Google Analytics (Planned)

This tool is identified for future tracking of the website and SEO performance once domain is fully active. We can view website visits however; there are no in-depth analytics available.

3.3 Analysis of Information and Materials

Following data collection, a "Gap Analysis" was performed to interpret the disparity between Ace's physical and digital standing.

3.3.1 The "Digital Audit"

The analysis revealed a critical disconnect: while Ace possesses a strong physical reputation spanning 30+ years, its digital reputation was virtually non-existent.

3.3.2 The Findings

The data indicated that while "Production Capacity" was high (evidenced by Corporate and NGO contracts), "Discoverability" was critically low. This justified the immediate need for a corporate website and social media presence to bridge the "Trust Verification Deficit".

3.3.3 Material Analysis

Existing physical branding assets (business cards, printed brochures) were reviewed to ensure the new digital designs. Company Profile was designed to align with the brand's established color palette and identity, ensuring brand consistency and a way for people to know Ace Printers.

3.4 Time Schedule and Project Cost

3.4.1 Time Schedule (Project Timeline)

The project was executed over a structured timeline divided into four phases:

3.4.1.1 Phase 1: Data Collection (Oct 10 – Oct 25)

Conducted interviews with management and performed competitor research.

3.4.1.2 Phase 2: Asset Creation (Oct 26 – Nov 17)

Developed the functional website structure and the digital Company Profile.

3.4.1.3 Phase 3: Pilot Launch (Nov 18 – Dec 17)

Active testing of the Instagram strategy and monitoring of engagement metrics.

3.4.1.4 Phase 4: Reporting (Nov 18 – Dec 17)

Compilation of the Final Year Project report and analysis of pilot results.

3.4.2 Project Cost

The financial breakdown includes both actual expenditures incurred during the pilot phase and the proposed budget for full-scale digital integration.

3.4.2.1 Actual Spend (Pilot Phase)

Instagram Awareness Ads were established on the Instagram page for worth PKR 5,000 to generate brand awareness and reach out to customers.

3.4.2.2 Proposed Monthly/One-Time Costs (Future Scale-up)

Total Estimated Budget: PKR 335,000

3.4.2.2.a Social Media Management

PKR 15,000/month (Allocated for continuous ad spend and page management).

3.4.2.2.b Website Domain & Hosting

PKR 70,000/year (Proposed cost for purchasing the domain and securing premium hosting for the functional website created).

3.4.2.2.c Mobile Application Development

PKR 200,000 (One-time investment for a B2B "Ace Office" app to lock in recurring customers).

3.4.2.2.d Social Media Manager Salary

PKR 50,000/month (Proposed salary for hiring a dedicated resource to manage digital growth).

4: PROJECT OUTCOMES/RESULTS

4.1 Creation of a Website for Ace Printing and Suppliers

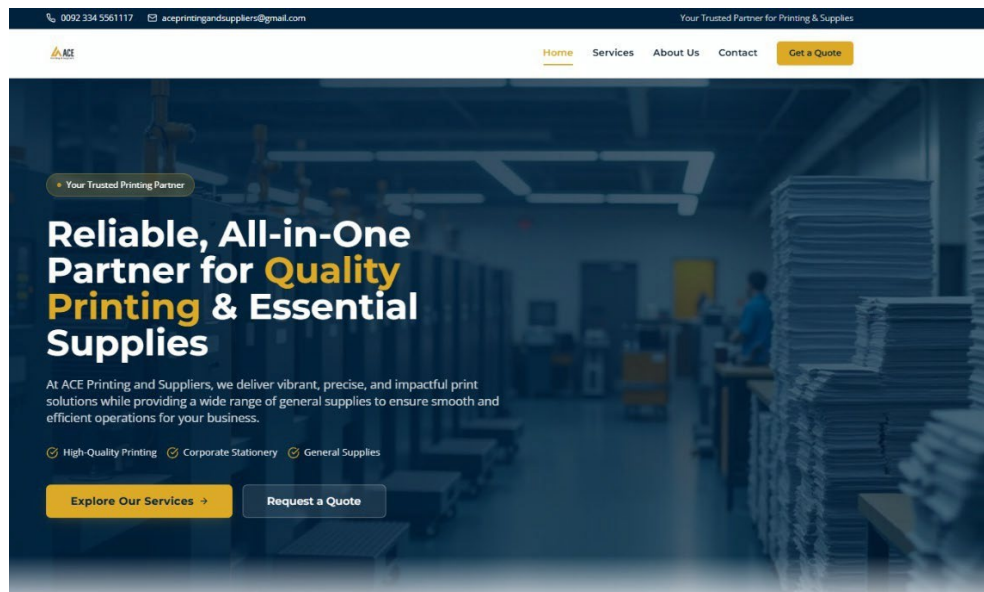


Figure 7 Website Home Page

The Website was designed according to the colour schemes of Ace Printing, designed with a blend of class yet simplistic and understandable

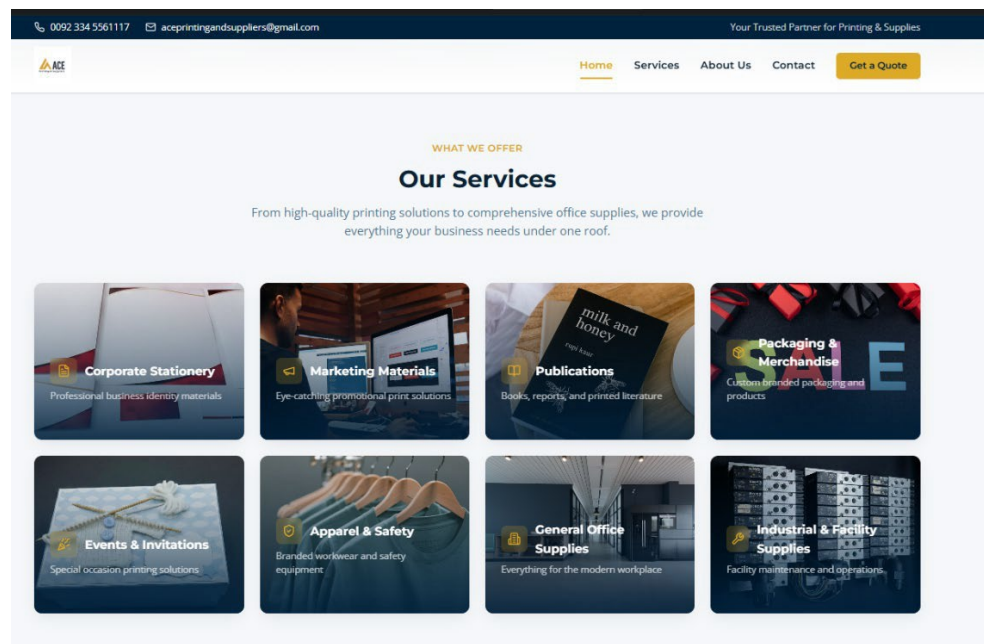


Figure 8 Services Categories Page

The website curated shows all the printing merchandise and general good supplies categorized and separated with appeal and descriptions given between the thumbnail.

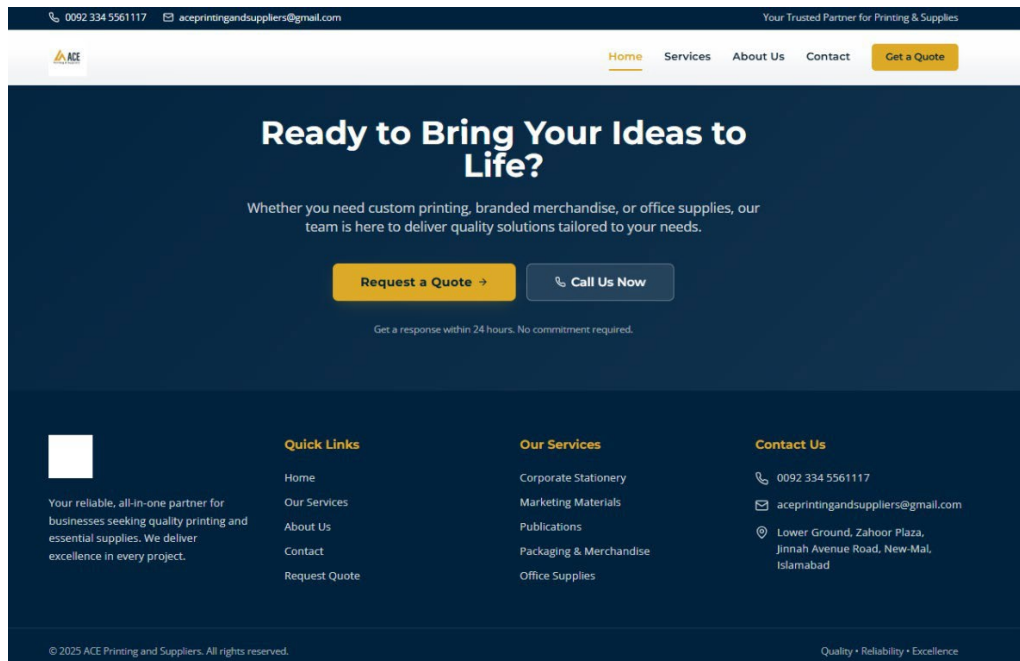


Figure 9 Contact Section

At the bottom of the website, the contact information of Ace Printers is clearly stated, with email address, mobile number and office address. That gives a sense of trust and access for interested clients

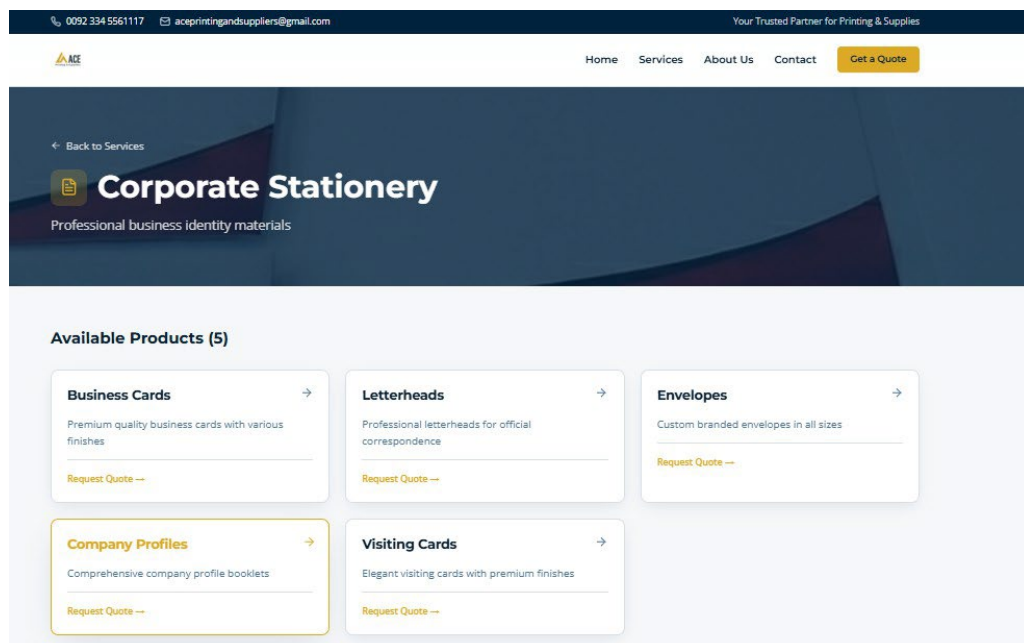


Figure 10 Products within Service Category

For each category, all the products within the category are defined (for Project reference only Corporate Category section is shown, it is similar for other service categories as well) This further explains the plethora of products available within each service category provided by Ace Printers.

0092 334 5561117 aceprintingandsuppliers@gmail.com Your Trusted Partner for Printing & Supplies

Home Services About Us Contact [Get a Quote](#)

Annual Reports

Professional corporate annual reports

1 Product Specifications

Paper Grammage (GSM)
Select paper weight

Dimensions / Size
Select size

Printing Type
Select print type

Finishing
Select finishing option

Binding (if applicable)
Select binding type

Quantity
Enter number of units

Description of What You Want
Describe your requirements, special instructions, or any specific details about your order...

2 Upload Your Design

Drag and drop your file here
or click to browse

[Browse Files](#)

Accepted: PDF, AI, EPS, PNG, JPG, PSD

3 Your Details

Full Name *
Your full name

Company Name
Your company name

Phone Number * Email Address *
+92 XXX XXXXXXXX your@email.com

Delivery Address

Figure 11 Request for Quote Part 1

0092 334 5561117 aceprintingandsuppliers@gmail.com Your Trusted Partner for Printing & Supplies

Home Services About Us Contact [Get a Quote](#)

3 Your Details

Full Name *
Your full name

Company Name
Your company name

Phone Number * Email Address *
+92 XXX XXXXXXXX your@email.com

Delivery Address
Full delivery address

Additional Notes
Any special requirements or notes...

[Request a Quote](#)

Our team will review your specifications and artwork. You will receive a sample price and delivery quote shortly.

Figure 12 Request for Quote Part 2

In figure 5 and 6, we can see the unique Request for Quote (FRQ) Engine designed for Ace on their website. Here the client according to their product desired can specify the materials themselves, upload their logo and design, type any special request as well. After that, the client writes down their own personal data after which they click “Request a Quote” this will send an email to Ace Printers, after which Ace will respond with a sample cost with delivery price to the client. This would streamline procurement for client and client acquisition for Ace.

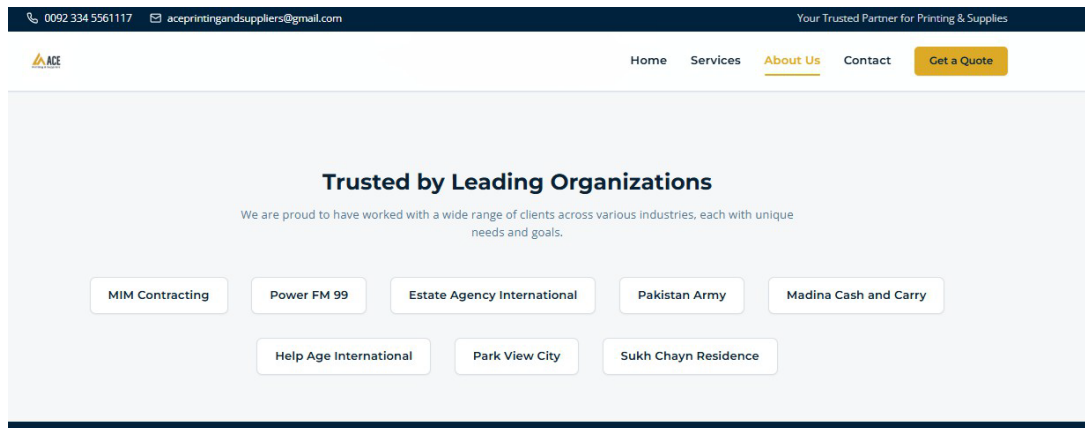


Figure 13 Existing Client List

Here in the “About us” section we can see all the existing clients of Ace Printers, this shows their standard and work quality by the class of organizations they have worked with.

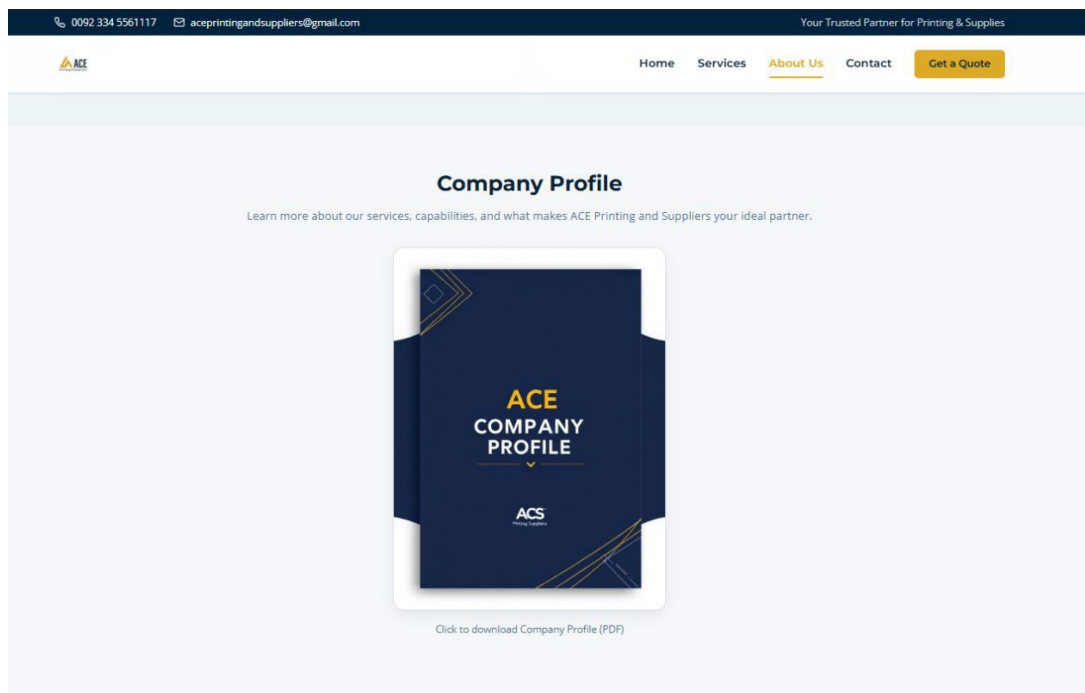


Figure 14 Company Profile on Website

Here in the “About Us” Section, we had designed and created the company profile for Ace, which is a perfect introduction to the company. When a client clicks on the thumbnail the company profile is downloaded on their device where they can read about the company, their products and services and the clients they have worked with.

4.2 Content Calendar Strategy for Instagram

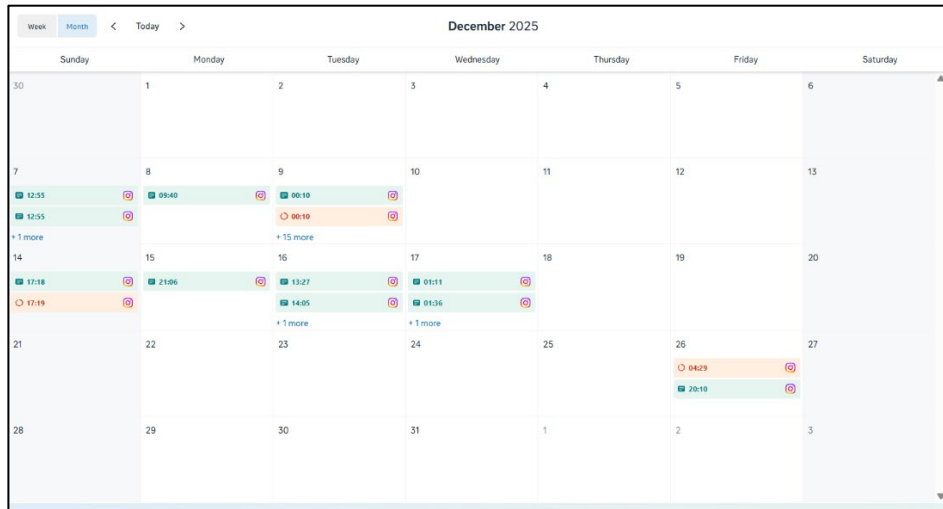


Figure 15 Content Plan for Posts/Reels on Instagram

4.3 Creating Social Media Presence based on Content Strategy

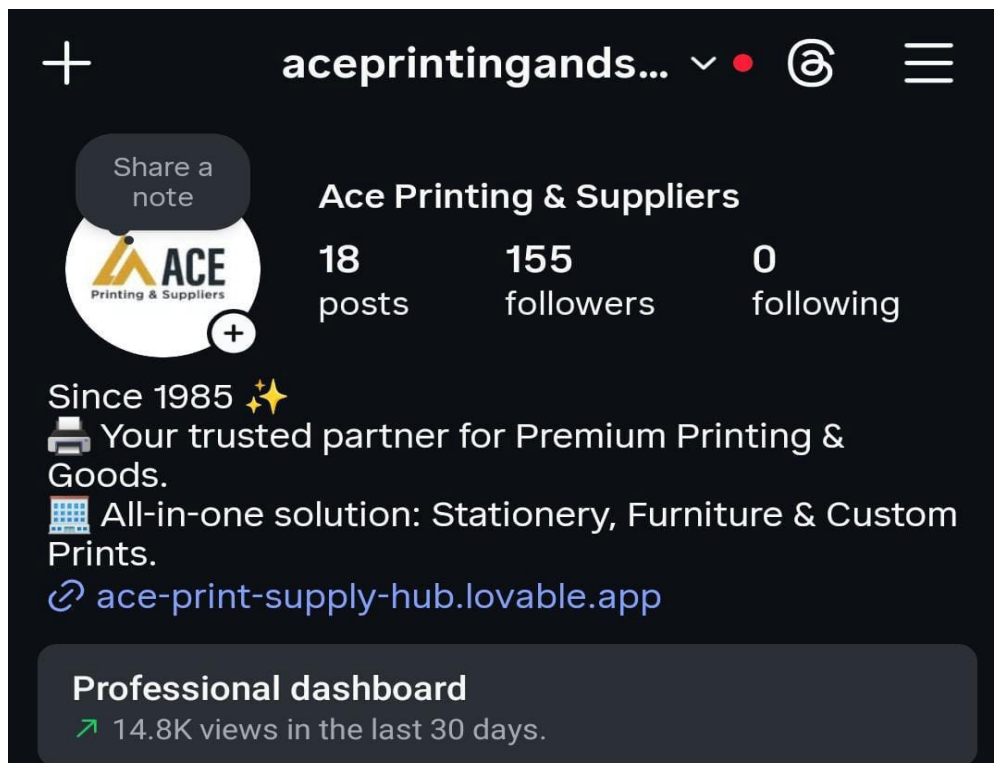


Figure 16 Ace Printing and Supplier's Instagram Page

The Instagram account created for Ace Printing and Suppliers. By now 18 photos have been posted, the bio for the Instagram page had been written, also the website created, it's link is also added in the bio. Until now, 155 people have started following the account.

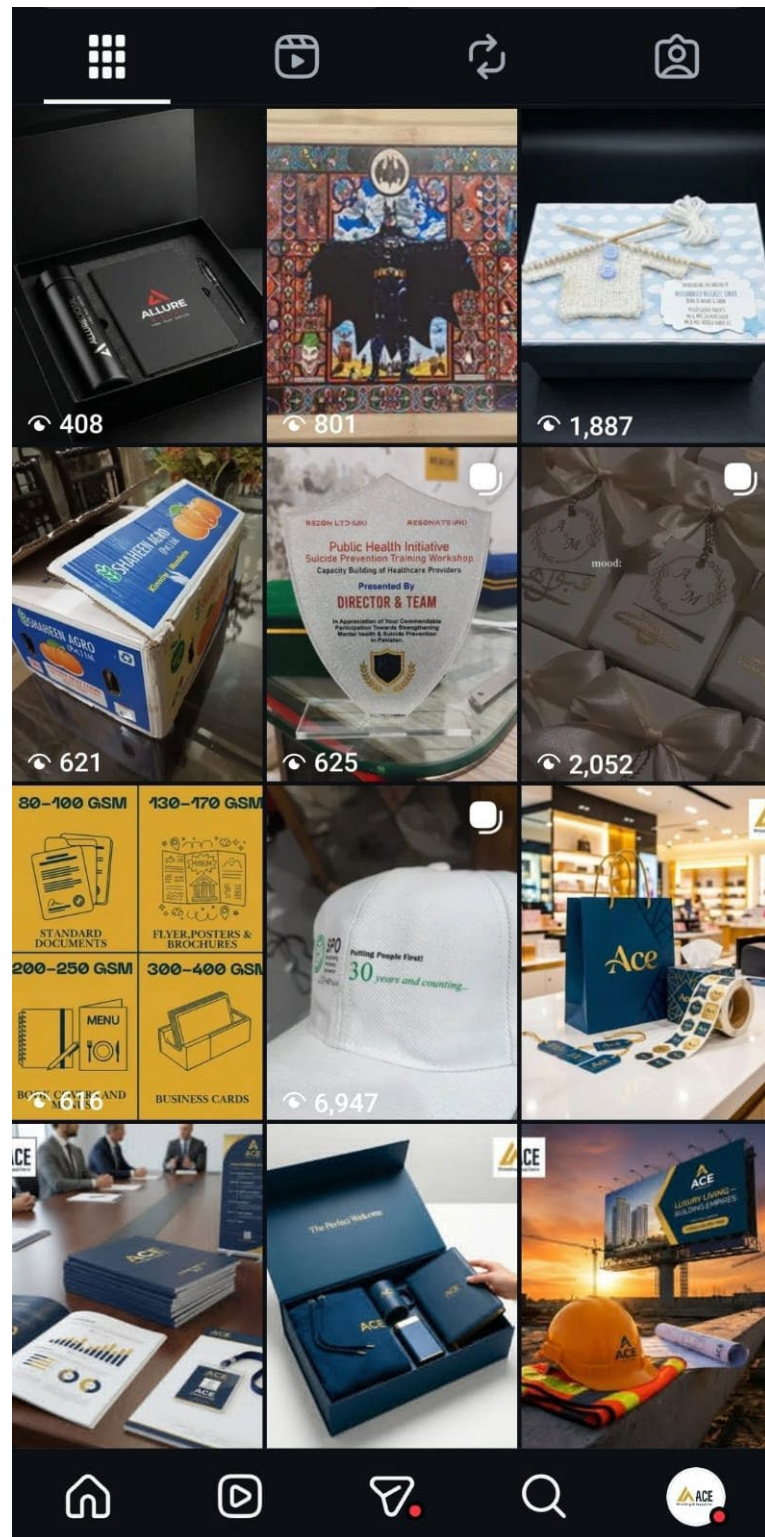


Figure 17 Content Posted on Instagram

Here is the content created and posted on Ace's Instagram account, insights and performance are visible on the content on the posts of the actual work done by Ace for their existing clients.

4.4 Forming a Meta Business Suite Account for Ace Printing and Suppliers

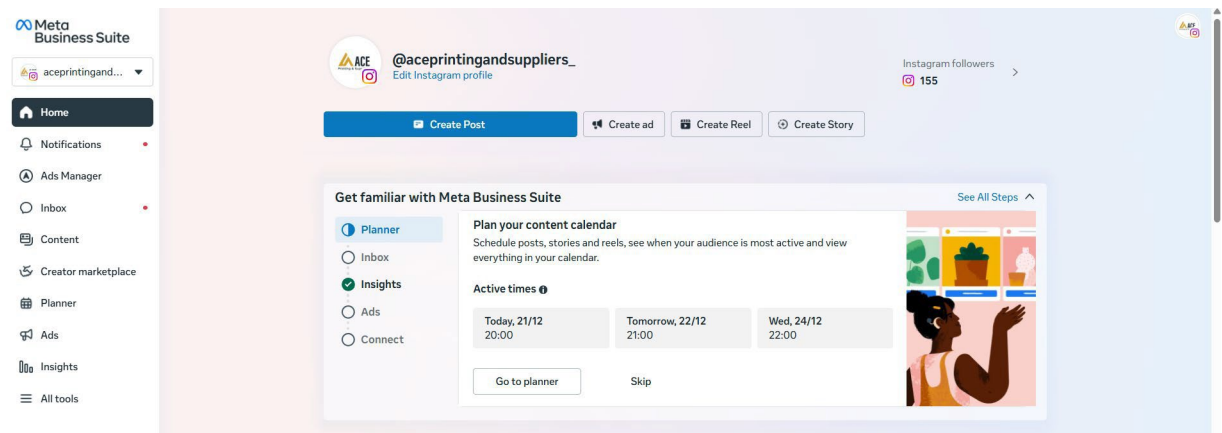


Figure 18 Homepage for Meta

The Meta Business Suite was created for Ace Printing and Suppliers to manage their presence on social media, currently of Instagram, which allows them to review analytics (such as views and engagement), also manage and schedule posts created.

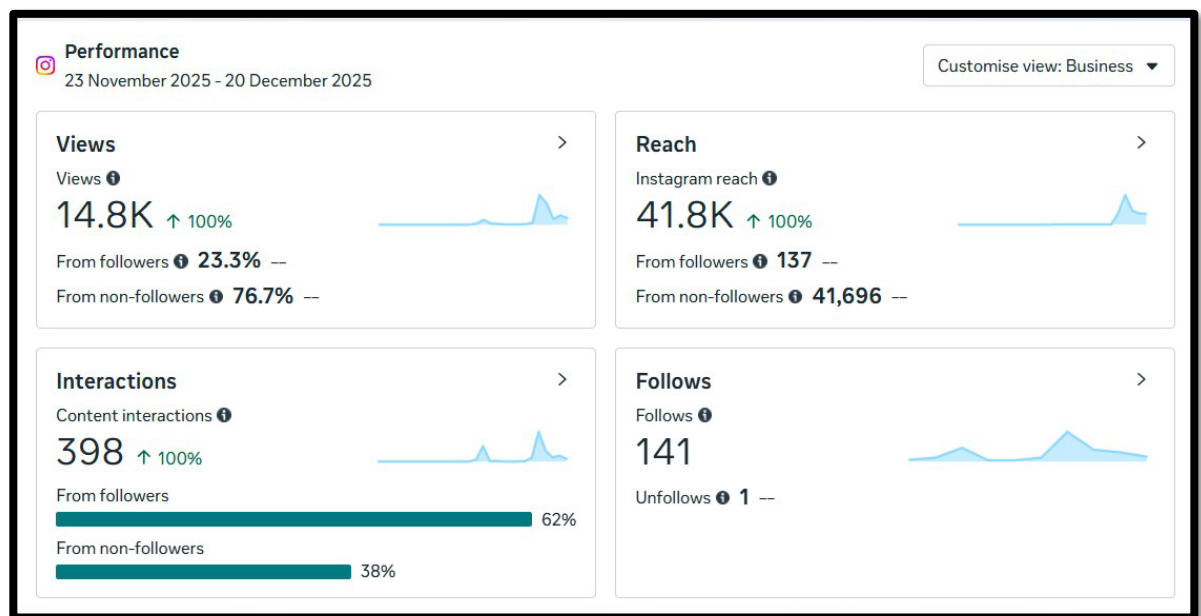


Figure 19 General Overview of Performance on Meta

The general overview of the performance of Instagram through the eyes of Meta. It shows the insights on the number of views, the Instagram reach (to how many people the account had reached to), the number of followers and lastly the interactions on the Instagram content. We will talk about these insights in depth below.

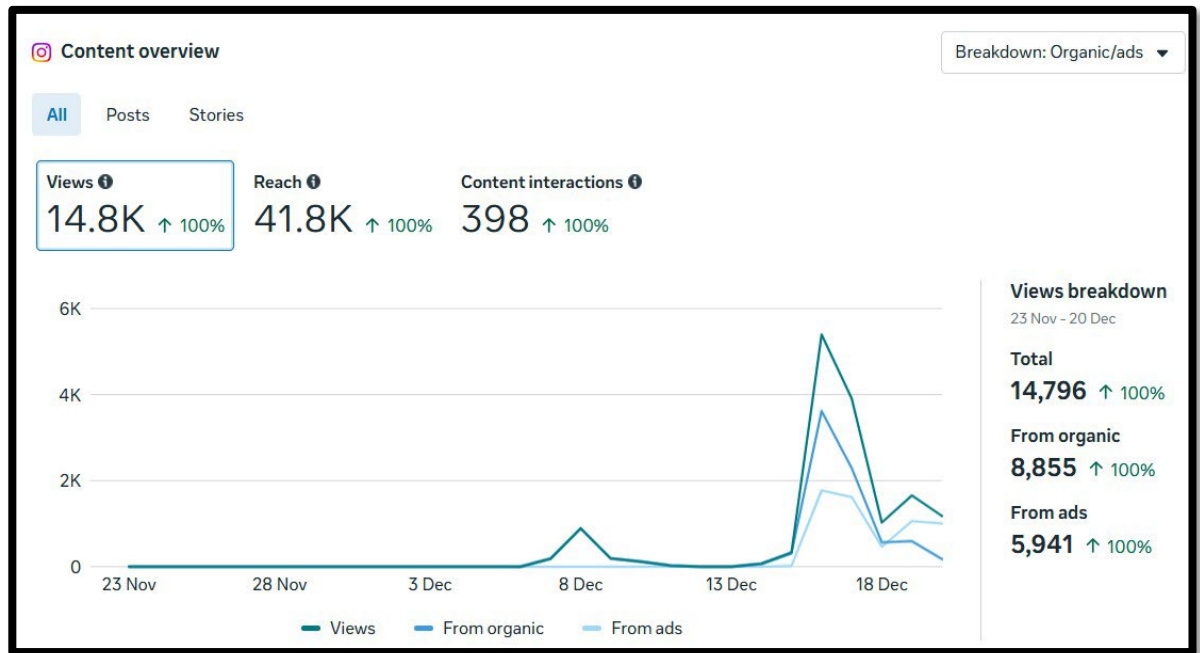


Figure 20 Content Overview (Views)

The insight on content views on Meta Business, this shows a total number of 14,797 views on Ace's Instagram content. 8,855 views came organically to the account, whilst 5,941 views came through ads. As it shows, this is a 100% increase in the number of views on the account.

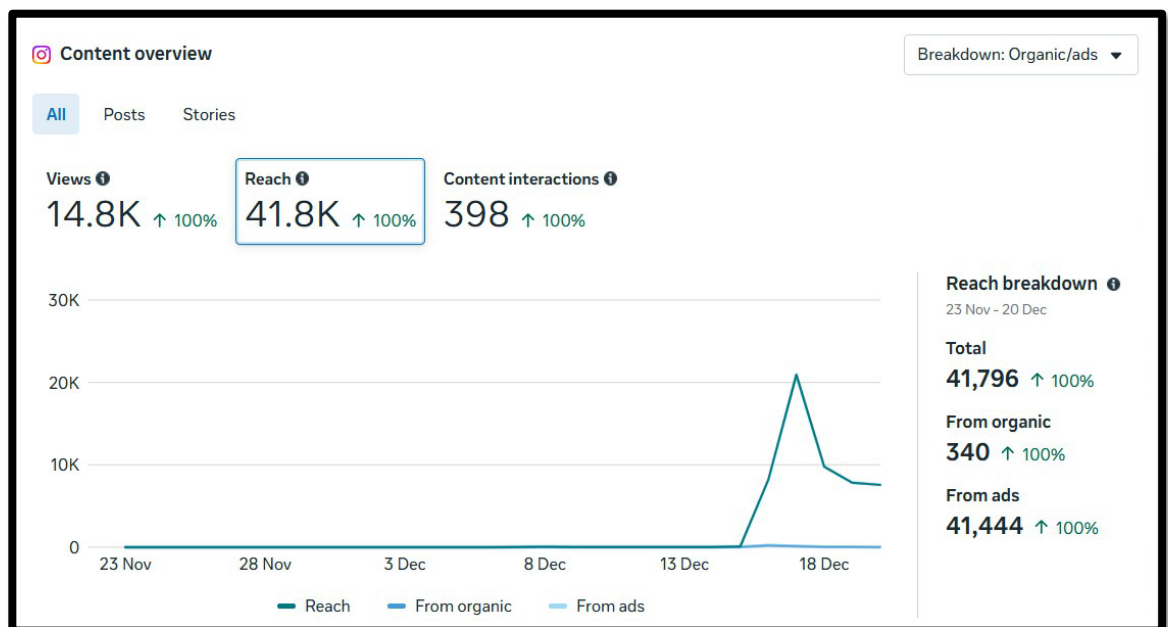


Figure 21 Content Overview (Reach)

The insight on reach (the number of unique accounts that have seen your content). An account counted on reach is viewed as one, no matter how many times he or she views the account. This shows that the total reach for Ace's Instagram account is 41,796, out of which 340 accounts reached organically and 41,444 accounts reached Ace's

Instagram through ads. This also is a 100% increase in the Instagram reach for Ace Printing and Supplier's account.

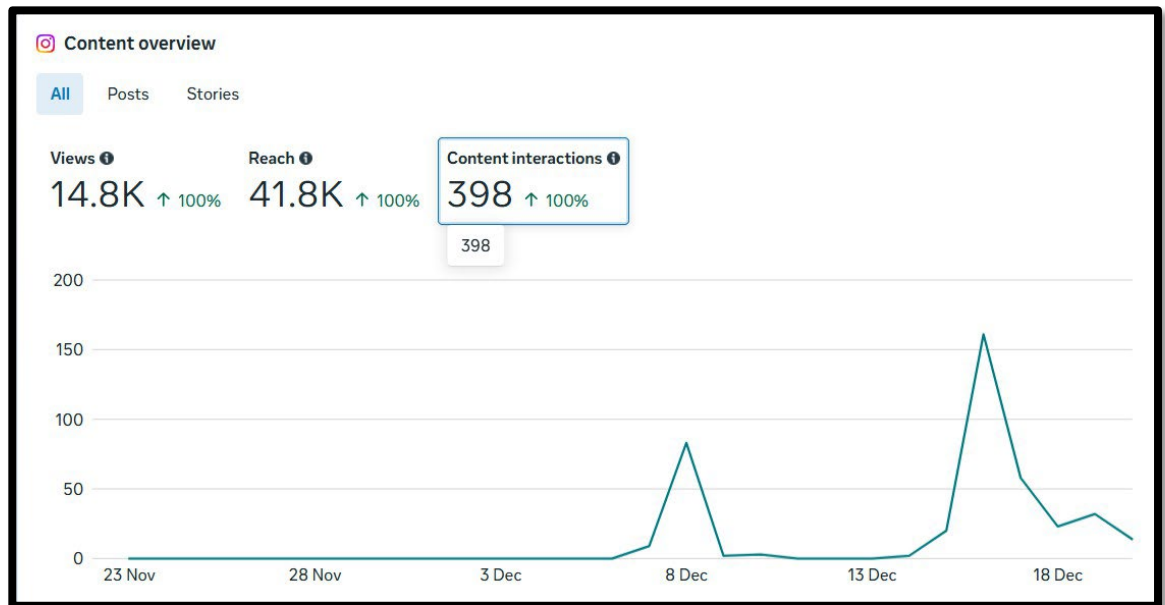


Figure 22 Content Overview (Content Interaction)

The insight on content interactions (the number of reactions, saves, comments, shares and replies on your content, including ads) as we can see here, Ace Printing and Supplier's Instagram account had a total content interaction of 398, with the first peak at 8th December with 81 Interaction,) and the second also the largest peak was at 16th December with 161 content interactions. This as analysed is also 100% increase in content interaction for Ace.

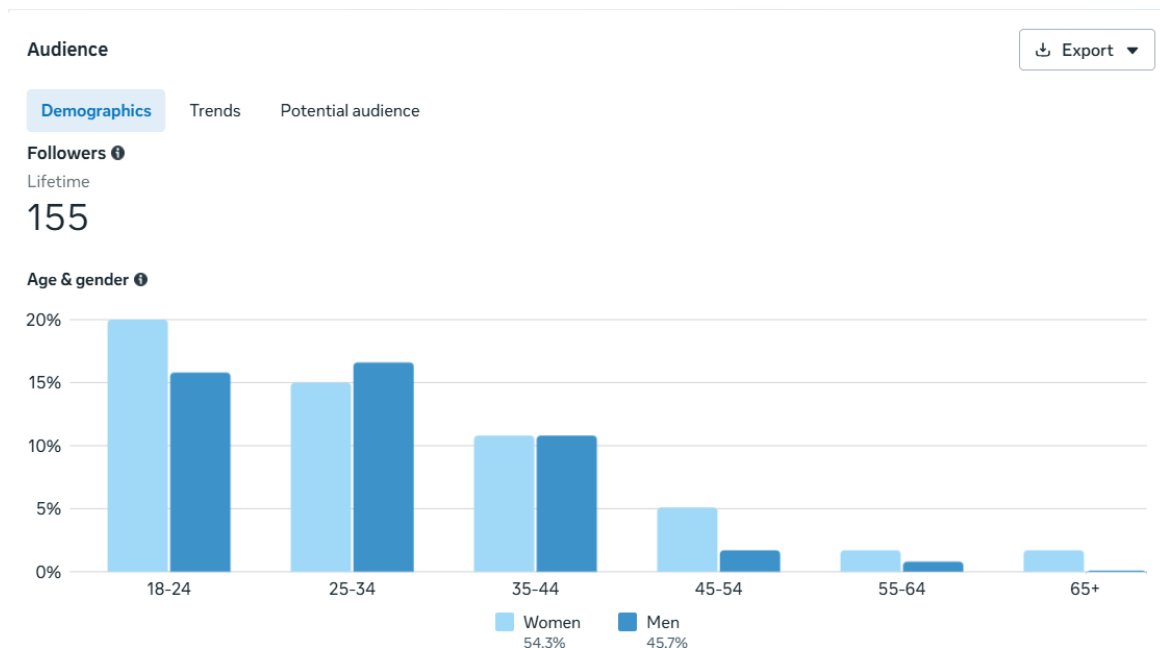


Figure 23 Follower's Gender and Age Range

This is the demographics of the audience (followers) of Ace Printing and Suppliers (155 followers currently), based on gender and age range. As demonstrated in Figure

16, more than half (54.3%) of the followers are women and the other majority (45.7%) are men. The age range of 18 to 24 is the highest percentage of followers, followed by age ranges 25 to 34, then 35 to 44, then 45 to 54, penultimately 55 to 64 and lastly 65+ with the least percentage.



Figure 24 Follower's Insights based on Country

The analytics on audience (followers) based on countries. The majority of the followers come from Pakistan (92.9%) but there are some international followers as well. An equal percentage of followers come from United Kingdom and America (1.3%) and then the miniscule percentage of followers come Italy (0.6%) and Australia (0.6%).

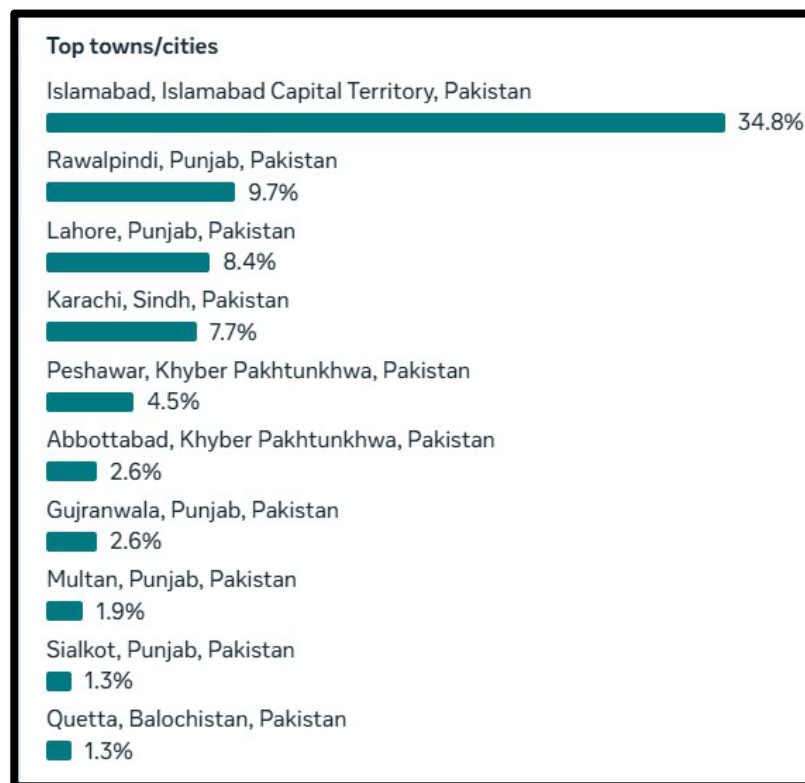


Figure 25 Follower's Insights Based on Cities in Pakistan

These are the insights based on Ace's follower's city wise. The highest percentage of followers came from Islamabad (34.8%), but as demonstrated in Figure 18, the audience (followers) come from all the major cities such as Rawalpindi, Karachi, Lahore, Abbottabad, Peshawar and many other prominent cities as well.

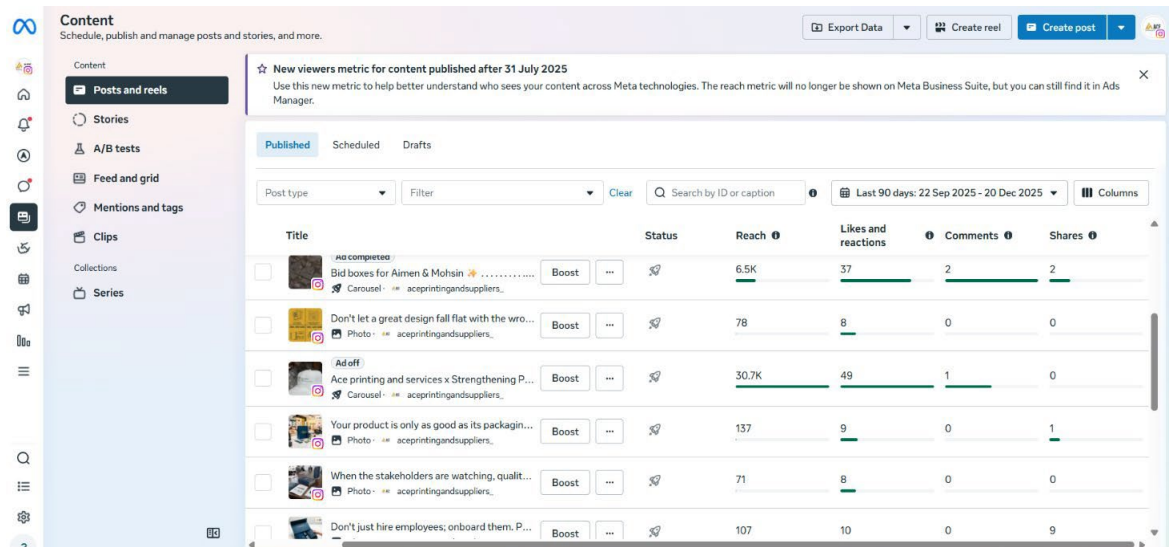


Figure 26 Stats of the Content Posted

As it can be seen, this is the data regarding the Instagram posts (Content) posted on Instagram. Here one can create the posts and also see the status of the post, the reach of those specific posts and its engagement (likes, comments and shares). Lastly there is the option where posts can be boosted (ads run) to increase views and engagement.

4.5 Forming a Business Profile for Ace Printing and Suppliers



Figure 27 Ace Printing and Supplier's Company Profile



Figure 28 Table of Contents and Information About Company

OUR VISION

At ACE Printing and Suppliers, our vision is to become a recognized leader in the printing and supply industry trusted not only for our high-quality products but also for our commitment to service, innovation, and customer satisfaction. We strive to create a seamless experience where businesses, organizations, and individuals can find everything they need, from expertly printed materials and custom merchandise to all general supplies, under one roof. By embracing the latest technologies and maintaining strong supplier relationships, we aim to consistently deliver solutions that are efficient, cost-effective, and tailored to meet evolving market demands. Our goal is to be more than a vendor—we want to be a long-term partner in your growth, helping you communicate, operate, and stand out with confidence.



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OUR MISSION

Our mission is to be a reliable, all-in-one partner for businesses and individuals seeking quality printing and essential supplies. We are committed to delivering vibrant, precise, and impactful print solutions that help our clients communicate their message and elevate their brand. At the same time, we strive to meet the everyday demands of our customers by providing a wide range of general supplies that ensure smooth and efficient operations. Through consistent quality, timely service, and a customer-focused approach, we aim to build lasting relationships and contribute meaningfully to the success of every client we serve.



6/12


Figure 29 Vision and Mission of the Company Being Described

PRINTING SERVICES

We offer a comprehensive range of high-quality printing services designed to meet the needs of individuals, businesses, and organizations. Whether you require short-run digital printing or large-volume offset printing, we deliver sharp, vibrant results with fast turnaround times.

Our printing services include:

- Annual Reports
- Booklets Stitched
- Booklets Bound
- Boxes
- Business Cards
- Brochures
- Business Cards
- Business Forms
- Catalogs
- Calendar
- Passes for Events
- Flyers
- Certificates
- Greeting Cards
- Shaadi Cards
- Table Tents
- Invitations
- Labels
- Letterheads
- Manuals
- Menu
- Newsletter
- Notepads
- Pocket Folders
- Postcards
- Posters
- Reports
- Self-Mailers
- Sell Sheets
- Signs
- Statement Stuffers
- Company Profiles
- Tags
- Business reply cards
- Printing on Mugs
- PVC Cards
- Corporate Gift Packs
- Hi Visibility Vests
- Billboards
- Hoodies/Shirts
- Goodie Bags
- Handbags
- Safety Gear
- Inserts
- Tickets
- Flyers
- Banners
- Bunties
- Printing on Pens
- Award Shields
- Tissue Boxes
- Employee Cards
- Plastic/Paper Bags
- Statement Stuffers



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Figure 30 Commercial Printing Services Provided

GENERAL GOODS SUPPLY SERVICES

In addition to our trusted printing services, we proudly serves as a comprehensive supplier of general goods, meeting the everyday needs of offices, schools, retail businesses, events, and industrial operations. We offer a wide and diverse range of products. Whether you're stocking up for daily operations or preparing for a major event, our inventory is curated to ensure you get what you need—on time and at the right price.

We offer:

- Office Furniture/equipment
- Office Supplies
- School and educational Supplies
- Packaging and Shipping Supplies
- Computers and Laptops
- Computer and Laptop accessories
- Paper and Paper Products
- Cleaning and hygiene products
- Health and Safety Supplies
- Pantry, cafe and Kitchen supplies and accessories
- Electronic Accessories
- Industrial Supplies
- Maintenance Supplies
- Hospitality Supplies
- Security and Safety Supplies
- and much more



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Figure 31 General Goods Services Provided

SOME OF OUR CLIENTS

At ACE Printing and Suppliers, we are proud to have worked with a wide range of clients across various industries, each with unique needs and goals. From small businesses looking to make their mark to large corporations requiring high-volume printing, we've had the privilege of supporting clients in sectors such as education, retail, government, non-profit, and more. Whether it's custom merchandise, promotional materials, or essential supplies, we are committed to providing each client with tailored solutions and exceptional service. Our strong relationships with these businesses and organizations are a testament to our dedication to quality and customer satisfaction.

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Figure 32 Ace's Existing Clients to Showcase their Work Portfolio

GLIMPSE OF OUR PROJECTS

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Figure 33 Showcasing some of Ace's Products Made for it's Clients

THANK YOU

Thank you for taking the time to learn more about ACE Printing and Suppliers. We are proud to serve as a trusted partner in the printing and supply industry, and we remain committed to delivering quality, reliability, and value in every product and service we offer.

Whether you're a first-time client or a long-standing partner, we appreciate your trust and support. Your success is at the heart of everything we do, and we look forward to the opportunity to work with you—bringing your ideas to life and supporting your operational needs with excellence and care.

For inquiries, orders, or to discuss how we can assist with your next project, please don't hesitate to get in touch.

Contact Us :

- 0092 334 5561117
- aceprintingandsuppliers@gmail.com
- Lower Ground, Zahoor Plaza Jinnah Avenue Road, New-Mal, Islamabad

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ACE

Printing and Suppliers

0092 334 5561117

aceprintingandsuppliers@gmail.com

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Figure 34 The Company's Contact Details

5: PROJECT BENEFITS

5.1 Short term Goals and their Benefits (first 6 months)

The short-term goals were to design and generate traffic, making the digital channels seem legitimate and valid and secure results that would make the investment in the digital venture justified. Lead generation and visibility are the main benefit in focus within this project.

5.1.1 Digital employment and Catalogue Digitization

The most initial important task is to successfully deploy the professional website that curated and accurately represents Ace's diverse product range available. At the moment, the company offers a vast array of items ranging from annual reports, to office furniture, to industrial safety supplies and to even business cards and much more.

The objective/ benefit of a website is to digitally catalogue at least 20 to 30 core SKUs across both printing and general good categories within the first 6 months. A fully functional page that shows the products where potential clients can design their own complex items like billboards and annual reports.

5.1.2 Lead Generation of High Value via Instagram

The objective was to secure at least 1 corporate lead from new clients or reach within these initial months of website launch. The leads should be some sort or renowned clients that mirror current clients like real estate agencies and NGOs. Implement a "Request for Quote" system on your website for all products available at your website allowing potential clients to initiate complex orders online.

Benefit of digital presence is that the products are visible to the naked eye to view due to which we received an order worth PKR 70,000 from an NGO named Strengthening

participatory organization. The reach on Instagram and website will not only generate leads now but also result in bringing high paying long-term clients all in the long run.

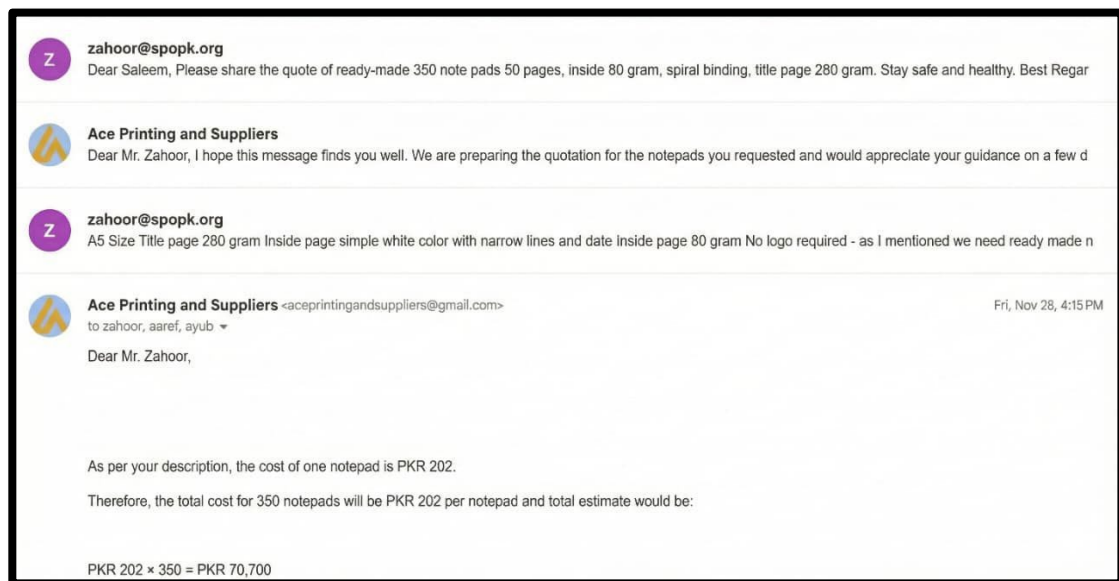


Figure 35 Ace new client (SPO) via website

5.2 Long term goals and their benefits (6 to 24 months)

Long term goals shift the focus from establishing presence to market dominance, these goals aim to benefit Ace Printers as a default procurement choice for Islamabad's largest institutions.

5.2.1 Strategic Public Sector and Government Dominance.

Ace Printers with its client portfolio, demonstrating the capacity to manage meticulous and high-volume public-sector work. The long-term goal is to leverage credibility in digital format to benefit by winning larger government tenders by bidding aggressively.

The objective is to become a top tier listed supplier for at least 1 major government body ministries or Federal Offices within the first 18 months within Islamabad. The strategy being to use website to host and run compliance certification that are required as per conditions for procurement in government tenders, which shows reliability projects of large scale like company profiles or Annual reports.

5.2.2 The Experience of the “Amazon for Business”

This goal of Ace is to in the coming future have accessibility to provide all kinds of general supplies under their company’s roof. The long-term goal is to evolve into a procurement E-commerce portal that is fully integrated in the website.

The objective is to transition their existing clients recurring orders (e.g., hygiene products, publications or corporate stationery) to a digital ordering system that is fully automated. The impact would be that it would smoothen and streamline the supply of the general goods, like pantry supplies, cleaning hygiene products, paper products and much more, forcing existing clients into locking them into a clear and frictionless reordering loop, that will also increase customer’s lifetime value.

5.2.3 Expansion of Brand Equity

Ace’s goal is to recognized as a long-term partner in another company’s growth, not just another printing press. The objective is to establish a strong foothold of Ace Printing and Suppliers as a definitive market leader for branded merchandise and corporate gifting in the twin cities.

The metric would be to securing annual contracts with real estate developers with already existing clients like Sukh Chayn and Park View City for their entire catalogue such as making their marketing merchandise throughout the year, from their event standees, to company diaries and other such products.

6: LIMITATIONS AND CONCLUSION

6.1 Overview of the chapter

This final chapter serves to consolidate the unique growth and the strategic journey of Ace Printing and Suppliers as it changes from a traditional printing firm which is location dependent to a procurement partner for all that is digitally integrated. In understanding to the objectives of the project, this section focuses on the issues (constraints) that were dealt with along the analysis and creation of Ace's digital launch strategy and also gives a finalised summary for significance of the project. It also provides suggestions and recommendations to the company to make sure the competitive edge in the Business-to-Business market that is so hyper competitive in today's times.

6.2 Practical Constraint and Limitations

The creation of a digital plan and launch formula, at the time implementing said strategies, the plan was faced by multiple constraints. One major limitation was the lack of photographs or "pictorial evidences" of the company's existing operational framework. Because Ace Printing has always operated on referrals and walk-in traffic it was referred as a hidden giant. There is a major gap in proofs, evidences and media for professional photography and video content of their industrial run, their industrial product range and their manufacturing capacity such as large format printing and safety gears. This project required to include a content production phase dedicated to taking photos and making videos, which would add the initial lead times during a digital rollout.

The second major constraint talks about a printing industry's price sensitivity factor and the transparency risk of the prices of a company in on the digital web and digital environment, as with a little effort anything can be accessible. Islamabad is a competitive battlefield for the printing companies, where many printing companies would compete on the prices of the products neck and neck to gain the edge and the

client. Ace Printing and Suppliers would risk exposing their prices and its generic pricing model if they would digitize the product and then their competitors would attempt to gain or steal the client by initially giving undercut rates. To control this and solve this problem, the project saw the need to curate and create a Request for Quote system (RFQ) models for bulk items, rather than posting their services and products prices online, make sure that Ace Printing can manage any supplier shocks from the raw material suppliers and any currency value changes due to any financial or political situation of the country.

6.3 Future Strategic Roadmap - Action Plan

To maintain the created momentum from the digital launch, Ace Printers must adopt a roadmap that is proactive. This moves the company plan from adoption to innovation in digital era.

6.3.1 Short term plan (First Three Months)

First short-term plan is to collect and combine all the customer numbers and email through RFQ from the website to make a database such as in Trello.

Second short-term plan is to give incentives to satisfied clients to leave reviews about the company on Google reviews. A high star rating for winning trust against established companies like RN Scanner is crucial.

Third short term plan is to build a database of high-quality images of every major product done through the company. It must be photographed and adjusted to the digital portfolio and company profile immediately.

6.3.2 Medium Term Plan (4th to 6th month)

The first plan is that there should be an SEO Content Hub, where they launch a blog on the company's website with topics like "The right safety gear choice for construction companies" or "Corporate gifting in Pakistan" will generate traffic and set Ace as an industry thought pioneer.

The second plan is to use LinkedIn Business to Business outreach, use the Sales Navigator budget to identify in Islamabad's banking and telecom sectors to identify Administration Managers and sell or "introduce" Ace's supply packages and products.

6.4 Future Enhancements

6.4.1 Web to Print Online Studio for Design

The concept would be that on the website, a tool similar to Canva can be directly integrated into the Company's Website. Small businesses and clients can then for their business cards or flyers select a template, edit the text, upload their designs and logos and place the order for printing in a instant. This will initiate and also automate the lower value segment of Business to consumer, freeing up workload on the company's graphic designers to focus on high value clients and accounts like FM Radio 99, Madina cash and Carry (MCC) or Strengthening Participatory Organization (SPO).

6.4.2 The "Ace Office" Mobile App

A mobile application dedicated for repeated orders of "General Goods". It would be an application similar to Amazon's interface but mainly for office managers. There would be features like "Reorder One Tap" for consumables and supplies like ink toners and paper. This would secure and lock the client into Ace's cycle and ecosystem. If there is an Admin Officer that will use the Ace App on their phone, they are unlikely to drain their time and energy daily on other vendors for daily office needs.

6.4.3 Business to Business client Portal (Integration of ERP)

This would be a secure login area for Ace's large corporate clients. Client's like Strengthening Participatory Organization could now log in to view their and download their invoices, delivery challans and order history for tax purposes and to also track the current live status of large formatting printing jobs. This clarity and sense of transparency would create switching costs to be higher. A client will think twice or

hesitate to leave Ace's circle if that would mean losing access to this digital and organized system of record keeping.

6.4.4 "Green" and Sustainable Printing Initiative

What Ace Printers and Suppliers can do once they are fully digitally established is to introduce a "green" and ecosystem friendly product line, in which there would be options to offer recycled paper options, biodegradable packaging and soy-based inks when customising their products. This would be of immense appeal to NGOs and international corporations in Islamabad who have sustainability policies and strict mandates regarding them. It would position Ace as a progressive supplier who also thinks of the environment.

CONCLUSION

Ace printing and suppliers can change its face in the market and secure a safe, dominant position in the industry by evolving itself from its "brick and mortar" way of operation to a digitally empowered product and procurement partner. By implementing the "Digital Launch and Brand Positioning Strategy" outlined in the project, the company can properly engage the competitors in Islamabad. This change granted by use of high impact channels, website outreach and dual channel social media strategy that caters to both creative and operational buyers.

The core of these strategies lies in focusing Ace's unique value proposition, its hybrid ability to function as an all-in-one backbone for clients. Ace offers a consolidated solution of supply chain. The digital positioning strategy highlights this strength, showcasing the firm's capacity to handle high workload commercial printing alongside bulk general goods supply. This separates Ace from the "job shop" market, setting itself as a strategic partner for top value corporations like government ministries and real estate agencies.

The creation and implementation of a website and inside it the integrated Request for Quote engine serves as the lever for this change. This digital body is made to only

drive “traffic” from Islamabad but from passive visitors to important leads. By digitalizing the catalogue, ranging from pens, to books to billboards to even safety gears, the strategy clears the friction from manual buying, offering clients an efficient and seamless experience for unique B2B orders.

Moreover, the shift to a data driven framework allows the company to constantly shine their outreach. Using monitoring metrics such as cost per acquisition across verticals and lead conversion rates, the management can drastically from profitable channels can allocate their resources. This ensures that the marketing budget gives a profit and transforms the market from a cost centre to an engine for growth and revenue.

In the end, the project set up a blueprint for Ace Printers and suppliers once we are gone as well, to follow and evolve into a digitally integrated market leader. By effectively executing this brand positioning strategy, Ace can and will improve its online persona and client lead generation but also change the standards in Islamabad and Rawalpindi of corporate procurement, ensuring sustained growth and expansion in this digital time

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