



SETTING THE STANDARD IN GRAPHICS

Executive Summary

RK Media is an LLC based in Katy, TX, and has been family-owned for over thirty years. RK Media focuses on the sale of offline media and advertising opportunities for other businesses.

Their SS Wrap division concentrates on approaching businesses with fleet vehicles and offering advertising opportunities. RK Media can format a company's logo onto an SS Wrap and install them on the latter's fleet vehicles for advertising purposes. A detailed overview of the process can be viewed at www.sswraps.net

RK Media also integrates marketing opportunities in regards to store front signs, banners, billboards, and tradeshow displays.

Market Opportunity

RK Media offers a unique approach to marketing amidst a business world that is making a lot of online endeavors. Offline marketing still makes a salient impact on potential customers; and, RK's offline methods have been well received by clients and customers alike.

RK illuminates offline marketing opportunities for their clients.

Competitors

Sign Maxx, Fast Signs, Same Day Signs, Display Graphics

Advantages of Service

RK Media provides its clients with a comprehensive, full-service approach. The following services enable RK Media to help their clients make an impact on potential customers:

- Vehicle wraps
- Fleet vehicle wraps

- Wall murals
- Vehicle lettering
- Window lettering
- Magnetic signs

In addition, RK Media has established credibility under the brand names of The Sign Store and SS Wraps. RK brings over thirty years of experience to their clients, and has made a positive impression on their industry as well. Reputation is important to RK Media; and, while competitors sacrifice quality for economic comfort, RK makes executive decisions with three generations of reputation in mind.

Revenue Model

RK Media garners revenue from the multiple, offline-marketing opportunities they present to clients (as listed in the 'Advantages of Service' section). The sale of vehicle wraps has made exceptional progress in the last few years; and, has played a large part in RK's recent growth.

Marketing Plan

RK Media leverages online advertising, direct mail campaigns, and sales representatives in order to market their services to potential clients. In addition, RK's three generations of quality has opened many word-of-mouth opportunities.

Executive Team

Richard Johnson is the sole owner of RK Media. RK originally was headed by Richard's grandfather, then father, and eventually passed down to him. Richard has many years of direct experience within the sign industry, and uses his experience and contacts to further promote the success of RK Media.

RK Media celebrates outside-of-the-box thinking and believes its ingenuity is a source of its tenacity. RK explores new sources of marketing and channels of revenue while maintaining a thirty-year-old recipe of success.

Financials

RK Media anticipates exceeding \$600,000 in revenue for 2009, along with projections to exceed \$1 million in 2012.

Funding Sought

RK Media is currently seeking \$100,000 additional funding. RK plans to utilize the money in the following ways:

- The purchase of additional equipment necessary for expansion
- The addition of more staff to manage growth of company
- Additional marketing and advertising opportunities to recruit more clients

Richard Johnson has committed \$150,000 of funds towards the augmentation of RK Media. RK Media owns equipment, which can be used as collateral in exchange for additional funding.