

# COMPANY PROFILE

## OF

# RUSSEL HOST



43 College Area (519/A), Dhanmondi -01, Dhaka 1205, Bangladesh



russelhost



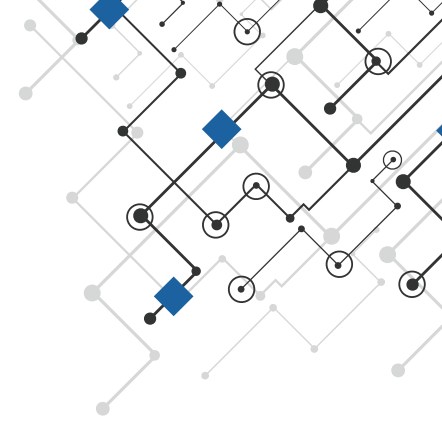
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support@russelhost.com



## Business, Administrative & Contact Information

Russel Host

43 College Area (519/A), Dhanmondi-01, Dhaka-1209.

Phone- 09666911476

<http://www.russelhost.com>

e-mail: [support@russelhost.com](mailto:support@russelhost.com)

“Russel Host’s approach to public relation is to create, modify, enhance, and protect the business environment of Russel Host clients through creating informed opinions in key audiences based on the creative presentation of truthful information.

The carefully balanced combination of knowledge of the local conditions, the innovative approach to communications, and the experience in work in international virtual partnerships, enhance Russel Host’s capabilities to effectively manage perceptions of key audiences. Adherence to stringent ethical standards, as well as the use of creative communications tools make Russel Host capable of optimally satisfying the communications needs of its clients.”



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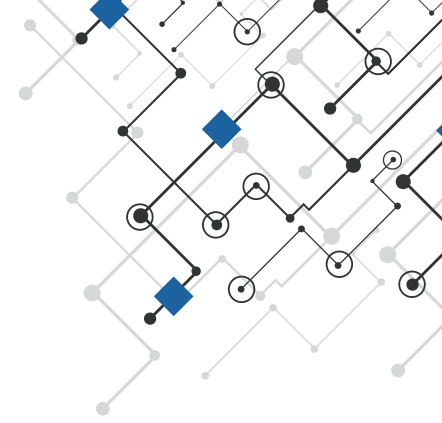
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## Basic Information

1. Provides comprehensive public relations and public affairs services.
2. History:  
MD. Ebrahim Khalil established RH in 2013 as a hosting provider.  
In the year of 2015 Russel Host turned as software development and internet market consultancy firm.
3. Current permanent staff: 6
4. Operating in the Dhaka city
5. Address: 43 college area,(519/A), Dhanmondi-1,Dhaka-1209
6. RH business identification number :
7. Bank account@: City Bank Ltd
8. Bank Account name: Russel host
9. Bank account number:1401765481001



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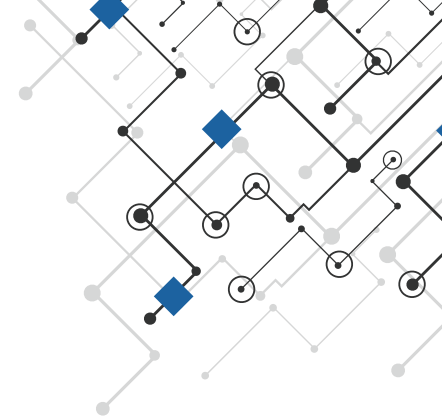
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## Company profile

### Our Vision

To be recognized amongst the top five leading and productive software generating institute in the Asia Pacific Region by 2021

### Our Mission

To maintain our position of leadership in the it industry through building our existing businesses, operating in market segment where we have the opportunity to become the recognized leader and through application of emerging technology to production

### Our merits

- Unique and creative solution that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of public relations
- Continuous search for opportunities beyond the agreed communications & business objectives
- Creative approaches to the clients' special needs in order to find unique and tailored communications solutions
- Team work based on the implementation of progressive communications disciplines
- Professional quality of services provided by a highly motivated team
- Courage and readiness to communicate on behalf of client in crisis
- Strong technological background
- 24/7 availability



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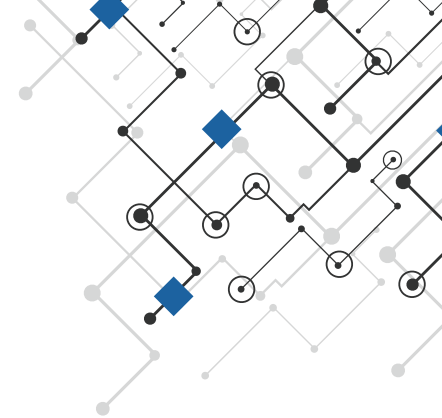
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## Services

Here we want to express our heartfelt gratitude to our clients for the trust they have been placing in us. Since 2013, near about one hundred and fifty local & international companies have been our clients. We have proven our expertise and experience in number of industries and provided IT consulting on a number of topics. We believe that the length of our service agreement is proof of the positive effect of our activities on our clients' business.

1. Internet relations
2. PR strategy consulting
3. Brand Building
4. Tools and support
5. Advertising
6. IT training
7. Web design and development
8. Affiliate marketing]
9. Practical SEO
10. Word press theme development
11. Android application development



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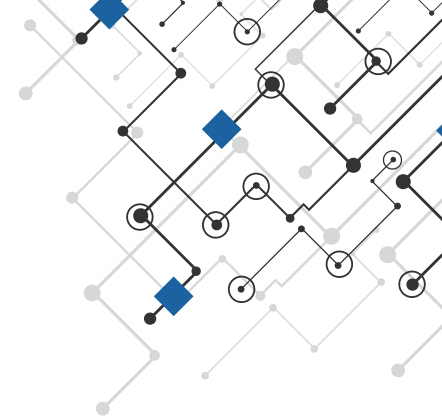
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## Internet relations

The internet is an important medium for building relationships with all audiences for all companies, regardless of sector. The internet allows opinions to be received by the entire on-line population, but also opens up novel ways of establishing a dialogue with target audiences. The internet allows for personal communication and helps utilize creative tools for attracting the attention of target audiences. A company's reputation may only improve when the company website provides information relevant for the professional and general public and the company's business associates.

A mere internet presence is not enough today. Beyond traditional communications via the "bricks and mortar" mass media, the Internet provides innovative communications opportunities that we recommend to use if appropriate. Russel Host helps clients create effective internet communications strategies, and together with experienced subcontractors provides a variety of internet related services ranging from internet surveys to web video broadcasts and contextual advertising.

1. Website Development and Consulting.
2. Social Media work.
3. Consulting on Blogs, Social Networks, and Specific Applications.
4. Internet Survey.
5. Internet Broadcast.
6. Internet Chat.
7. Intranet.
8. Direct Communication with Target Groups through Videomail and VIPmail.



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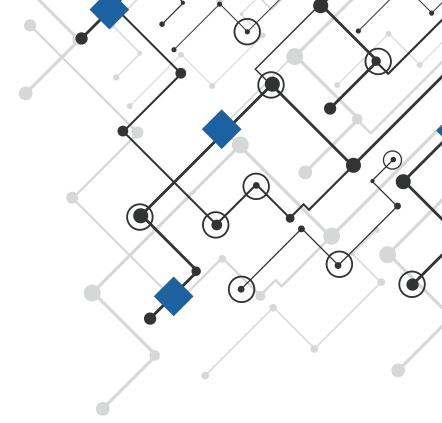
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## Strategic PR Consulting

Strategic consulting in public relations as understood by Russel Host focuses on the ability to identify and exploit communication opportunities. Utilizing the identified communications opportunities helps our clients forge existing and build new relationships with their customers and/or suppliers. Russel Host provides strategic PR consulting to board members, executives, marketing departments, internal communication departments. Among strategic consulting services, also Russel Host provides:

1. Internal Communications.
2. PR Effectiveness Evaluation.
3. Identifying Communications Opportunities
4. Identifying Sponsorship Opportunities.
5. Business-to-Business (B2B) Communications



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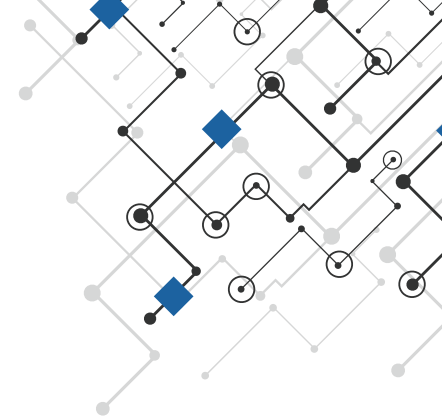
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## Brand and Reputation Consulting

Brands cast a magic spell on customers. The brand is one of the main attributes when a customer is deciding whether to buy a product or not. A well-established brand does not require discounts or “special offers” to sell. A strong brand is perceived by a customer as undiscounted quality. Brand building is a long-term process which should lead to changes in customers’ perceptions and expectations, and, in the end, to a desired change in customer behavior. Brands apply to fast moving consumer goods (FMCG), as well as business-to-business (B2B) products and services alike. Russel Host provides its clients with creative solutions that help effectively communicate key messages to key audiences, while positively affecting clients’ business results. Russel Host offers services in these areas:

1. Product PR
2. Corporate PR
3. Product/Brand Market Launch
4. Rebranding
5. Relaunch
6. Product Recall



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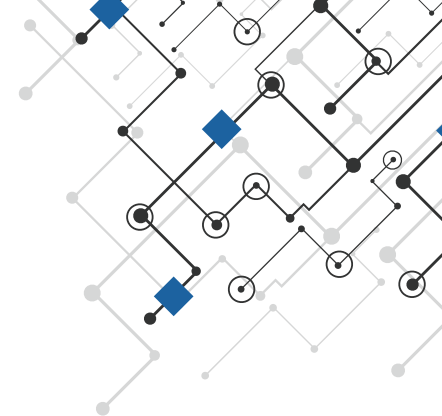


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## Advertising

There can be situations in Public Relations when one cannot rely on the media's interest to deliver important information, e.g. a hotline number or a product recall announcement. In such cases, placing an eye catching and creative ad can help significantly. RH has extensive experience with communications via advertising. We provide our clients with counsel regarding advertisements in crisis management, improving company reputation, brand building and business to business relations, as well as litigation support. RH provides services in these areas:

1. Advertisement and Advertorial Copywriting.
2. Media Placement.
3. Graphic Solutions to Ads and Advertorials.
4. Actual payment system.



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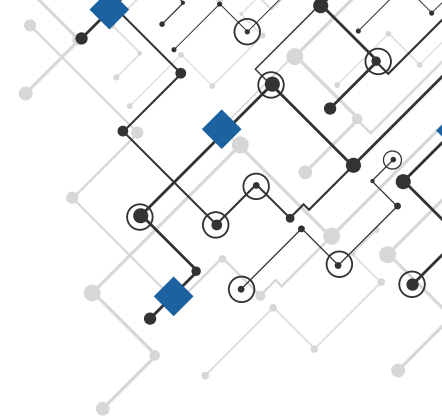
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**IT training**

**Web design and development**

**Affiliate marketing**

**Practical SEO**

**Word press theme development**

**Android application development**

**24/7 Stand-by**

**Emergency contact information for all potential clients':**

**Russel Host**

**43 College Area (519/A 5th floor),  
Dhanmondi-01, Dhaka-1209.**

**Phone- 096**

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