

FOCUS

COMPANY MARKETING & DESIGN PORTFOLIO

"I highly recommend FOCUS! Kennette Burgess goes above and beyond. She listens, is dedicated, and provides invaluable knowledge and advice for any entrepreneur. I used FOCUS to help market an online event that I hosted last year. It was a huge success thanks to FOCUS!"

Dr. Judy Brangman, CEO of The Plant Based MD and Newell Health (North Carolina)

WHO'S WHO IN AMERICA AWARD WINNER

LEARN WHY THE COMMUNITY IS IMPORTANT TO FOCUS!

Kennette

THE 2021 BERMUDA BEDC FEMALE ENTREPRENEUR OF THE YEAR AWARD WINNER

Join Me & Over 18 Years of Marketing & Development Experience - NOW ACCEPTING NEW CLIENTS & RFPs

FOCUS on doing the things YOU Love! We do, we love Marketing & Development!

IT'S TIME TO #GETWITHFOCUS
WWW.GETWITHFOCUS.COM

WINNER OF A BEST OF BERMUDA AWARD FOR
'BEST 2011 MOBILE APP'

Learn how to be a market leader!
Sign up for our Newsletter to Learn Business Tips

DO YOU HAVE A SMALL TO MEDIUM-SIZED BUSINESS OR NONPROFIT?

WHAT WE DO?

- Private Consulting •
- Special Projects •
- New Business Ventures •
(Small Business Start-Ups)
- Product Launches & Promotions •

HOW CAN WE HELP YOU DEVELOP YOUR BRAND, PRODUCT OR SERVICE?

Our Areas of Expertise, Industries & Focus Areas

- ✓ Minority Owned Businesses
- ✓ Small Businesses
- ✓ Education/Academics
- ✓ Brand Creation & Management
- ✓ Business to Business Marketing
- ✓ International Business
- ✓ International Marketing
- ✓ International Product Launches
- ✓ Marketing Management
- ✓ New Product Development & Launches
- ✓ Nonprofit Marketing
- ✓ Strategic Marketing
- ✓ Sport & Tourism Marketing
- ✓ Trade & Technical Marketing
- ✓ Healthcare Marketing

FEATURED ON

The Royal Gazette

THE
DAILY
HOUR

BEDC

Black Women Handle
Business

Intelligent

As seen on
DAILYADBRIEF.COM
NEWS | TRENDS | MARKETING | DIGITAL

HBCU
Alumni
STRONGER TOGETHER. STANDING UNITED

BMAA
Black Marketers Association of America

Morning Lazziness
A Millennial Guide
to Relationship and Wellness

bb
Bermuda Broadcasting Corporation
bbc.bm | @bermudabroadcasting

aparazzi
BLOGGER

WINSTON-SALEM
STATE UNIVERSITY

Bernews.com
OUTREACH | ACCOUNTS | ISSUES | COMPENSATION | TO ADVERTISING

BERMUDA
MINISTRY OF EDUCATION

zbm 9
NEWS

GREENSBORO WINSTON-SALEM HIGH POINT
WXII 12 CW MeTV TRIAD HEARST television

COMPANY PROFILE

Our CEO's Education

- ✓ M.B.A., Masters of Business Administration, (Marketing & Nonprofit Coursework) High Point University, NC
- ✓ B.Sc., Sport Management, Marketing (Summa cum Laude); Winston-Salem State University, NC

OUR SNAPSHOT

Founded:

2017(Bermuda),
2020(USA)

Exprience:

Over 18 Years of Global
Experience

Status:

Corporation

Offices:

North Carolina & Bermuda

Global Presence:

Clients from various
countries: Bermuda, USA,
UK, Canada

Our Honors, Awards & Recognitions

- ✓ Bermuda Economic Development Corporation (BEDC)- Female Entrepreneur of the Year Award (Winner) (2021)
- ✓ Bermuda Economic Development Corporation (BEDC)- Female Entrepreneur of the Year Award (Nominated, Voted 1st Runner Up) (2020)
- ✓ Who's Who Award Winner [USA]
- ✓ Winston-Salem State University Alumni 40 Under 40 Honoree for Career & Community Service (2015)
- ✓ Best Mobile App Developer Award (Bermuda Tech Awards 2011)

MAIN PRODUCTS

PRODUCT LAUNCHES

Have a big product idea you want to launch and don't know where to start? Need help from conception to launch? Let us FOCUS on your product development process from start to finish.

DIGITAL & WEB DESIGN

We are in a digital age. Many businesses and nonprofits need an online presence to survive. If you need a website , ecommerce site, emails promotions, social media presence, or videography, start here and let FOCUS get you started.

BUSINESS DEVELOPMENT & STRATEGIC MARKETING PLANS

Ready to launch your business and don't know where to start? Need a business plan? Marketing plan? Does your business need to increase sales? Need affordable advertising options? Pricing issues? Need a web or social media presence? Setting a good business foundation and strategic marketing is everything, so let us FOCUS on creating and executing a strategic plan just for you!

PROJECT MANAGEMENT

Need help getting your business started? Have a project with limited time, and need an action plan to follow? We are your private consultant firm here to FOCUS on your special projects and new business ventures.

BRANDING & GRAPHIC DESIGN

This is your first step for new business owners. Whether you need a logo or need it revamped, need fliers or other promotional sales aids, banners and tradeshow displays, or booklets, we can execute your graphic design needs. To all authors, if you need your book cover designed, start here. We even have you covered with specialty design projects, for weddings, funeral memory books, and birthdays and corporate events. We are here to establish your business branding and FOCUS on bringing your vision to reality!

COMPANY ADVERTISING & DESIGN PORTFOLIO

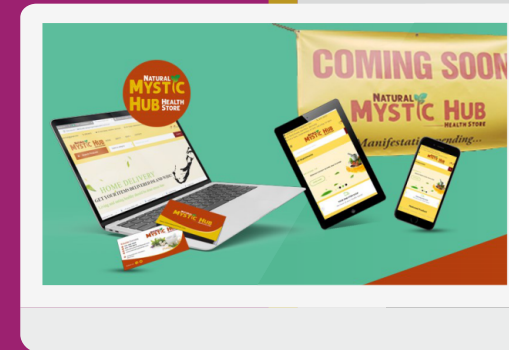
ABOUT THE COMPANY

You may have already heard a few things about FOCUS, but here are some key things you may want to know more of. FOCUS is an international strategic planning firm that FOCUSes on business consulting, product development and strategic marketing and has offices in Bermuda and North Carolina, USA. While we can do it all, our passion and specialty is in small to medium sized businesses and new business ventures. Key sectors are trade and technical industry, nonprofits, education, sports, healthcare and minority focused businesses. By thinking of innovative marketing, product and business development solutions for our clients, we can solve many of their issues and help to increase their bottom line through creating opportunities for business growth.

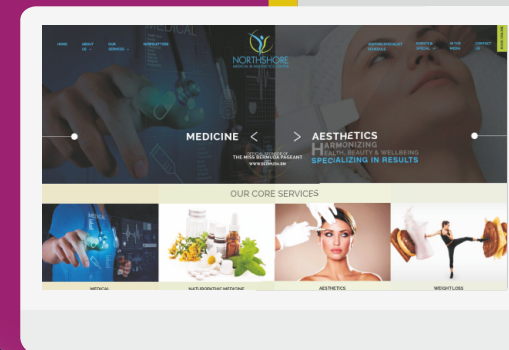
We can start as our business coach and help you form your business idea, then we transition as your strategic marketer to help you lay out your business and marketing plans, then we put on our designer hats to create your business logos, stationary, websites, sales aids and advertising materials, to then turn into project/product managers to launch your business or product into the marketplace with a strategic concrete plan to secure your success in the years to come. For existing businesses, we can grow your business, launch new products or develop new services. What we do can change the way you and your customers view your business. Effective marketing is a requirement for business growth! Strategic planning marketing is a requirement for business growth! Innovation and attention to detail is a requirement for your product's success! If you're passionate about your business success, then FOCUS is the right place for you! We are where passion meets passion.

Our job is to provide strategies and structure, what we call FOCUS, by executing the marketing mix and general business principles, while we let you FOCUS on doing the things you love to do the most! Let us FOCUS on the marketing and development, while you FOCUS on what makes you happy!

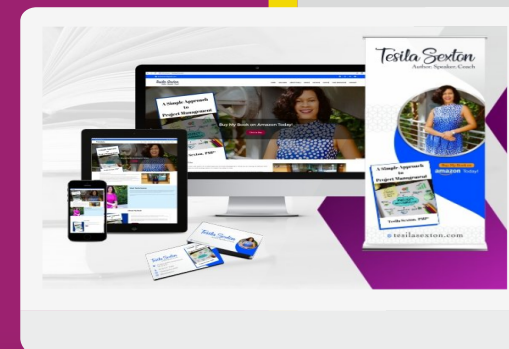
NATURAL MYSTIC HEALTH HUB



NORTHSHORE MEDICAL & AESTHETICS CENTER



AUTHOR: TESILA SEXTON



EMPOWERED GIRLS OF NORTH CAROLINA

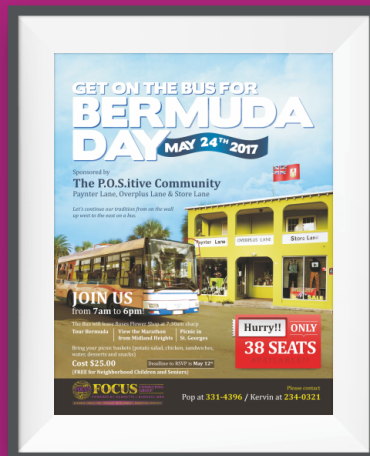
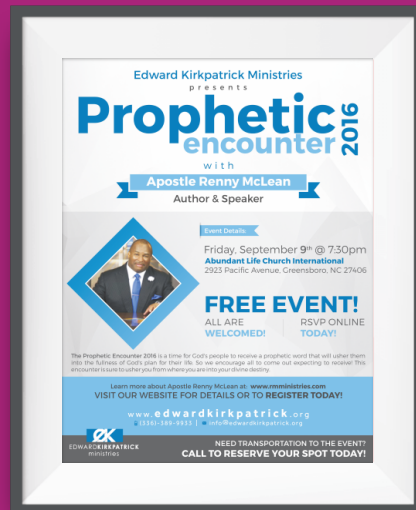


COMPLETE BRANDING

CORPORATE RESPONSIBILITY

We are proud to have a diversified client list in the USA, Bermuda, and Internationally. Not only do for profit businesses benefit, but we also have pro bono charity clients, as we value the definition of community service.

Our corporate citizenship strategy is the foundation of how we operate. We were created to assist small to medium sized businesses, especially to sustain Bermuda's service industry. We are passionate about our clients and their missions. We understand that our clients may have limited resources and that typical advertising can be expansive and confusing, so we are dedicated to giving FOCUS to their marketing and development and all at affordable rates. We strive to positively impact and contribute to our global community of clients and partners. FOCUS Consulting Group is fully committed to conducting business ethically, with integrity and good corporate governance. We have and will continue to help numerous businesses and non-profits, free of charge, by sponsorship, or by low pricing so that they can fulfill their mission and reach their business goals. If you are a non-profit organization, ask us how we can help you.

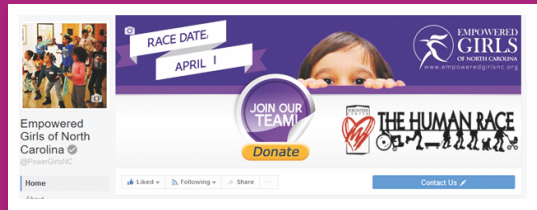


EDWARD KIRKPATRICK MINISTRIES



NORTHSHORE MEDICAL & AESTHETIC CENTER

BANNERS, STEP & REPEATS & SOCIAL MEDIA



MEET THE FOUNDER & CEO Kennette J. Burgess, MBA

International strategic marketer and business coach, community leader, speaker, and social media enthusiast, Kennette J. Burgess is a Bermudian entrepreneur living between North Carolina, USA and Bermuda with over 18 years of combined marketing and business experience, heightened by years of international business experience. She is the CEO of FOCUS Marketing & Development Solutions, which also has a clothing line Distinct Apparel. She is the winner of Bermuda's BEDCs 2021 Female Entrepreneur of the Year after winning 1st Runner Up just the year before, winner of the impressive 40 Under 40 Alumni award from Winston-Salem State University, a Best of Bermuda Awards for 'Best 2011 Mobile App' for a local Bermudian tourism based app despite tough private and government competition, was ranked top 20 of Bermuda's influential social media rankings, and also a winner of the prestigious Who's Who Awards in America. Kennette can be seen globally speaking to empower future leaders, female business owners and minority entrepreneurs to become market leaders and follow their dreams, regardless of the obstacles in their way.

For almost 10 years she was the International Product Development & Marketing Manager for North Carolina based one-to-one marketing and direct selling global giant SHOP.COM | Market America managing, launching products and opening business operations globally in Australia, Europe, Canada, Asia and Mexico. As a global celebrity marketing manager, she was responsible for managing brands for celebrities such as Carmelo Anthony and wife La La Anthony, Bob Marley's son Rohan Marley (owner of Marley Coffee), Fat Joe and Scottie Pippen.

LEARN MORE ON MY WEBSITE



Kennette has been my marketing consultant for many years and I recommend her to anyone seeking her services. She has become part of our NMAC family. She was responsible for launching my medical practice website, she helps with my new product launches, social media strategy and ongoing marketing campaigns. She is very detail oriented, passionate about what she does and an asset to my businesses.

Dr. Kyjuan H. Brown,
Owner and Medical Director of
Northshore Medical & Aesthetics Center (Bermuda)

It is with great pleasure that I recommend Kennette J. Burgess, my official Marketing Consultant! As a Pastor, Professional Life Coach and Entrepreneur, she coordinates all of my marketing and business development efforts. She did an amazing job launching my latest business website for Life2Max and working with my team planning my first coaching conference and first Mastermind Group. She also designed my Life2theMax logo and coordinates all the store merchandise we sell. Kennette is instrumental to my ministry, daily posting to social media, webmaster to all my multiple websites, and on my event team. Thank you Kennette for your spirit of excellence and obedience to God working in the Kingdom.

Edward R. Kirkpatrick,
Pastor, Certified Transformational
Life Coach and Entrepreneur

YES, THEY LOVE US!



IT'S YOUR TURN
TO BE A
MARKET LEADER!

DON'T FORGET,
OUR OTHER SERVICES AVAILABLE

BUSINESS CONSULTING

- Strategic Planning
- SWOT Analysis
- Initial Concept Planning/Research
- Business Plan Analysis
- Client Surveys
- Proposal Development
(Sponsorships & Presentations)
- Non-Profits
- Design Business Reports

PRODUCT DEVELOPMENT & ROLLOUTS

- Concept Generation
- Pricing Strategy &
Competitiveness
- Packaging, Labels,
Product Design
- Naming & Positioning
- Copywriting
- Product Marketing
/Launches

MARKETING STRATEGY

- Competitor & Market
Analysis
- Marketing Plan Creation
- Content marketing
- Promotional Campaigns
- Event & Trade Booth
Displays
- Press releases



**FOCUS
MARKETING
& DEVELOPMENT SOLUTIONS, INC.**
POWERED BY: KENNETTE J. BURGESS, MBA
STRATEGIC MARKETING | GRAPHIC & WEB DESIGN | PRODUCT DEVELOPMENT

Contact us

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Development Solutions, Inc**

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#GetWithFocus
(Official Hashtag)

