RAMI Swiss Commercial Launch Proposal

# Summary

RAMI Swiss is uniquely positioned to capture electronic manufacturing business by capitalizing on a number of key factors. These include:

* Strategic location in Switzerland/ Schengen Area market location/close proximity to Germany/France…
* New facility with state-of-the-art equipment and experienced staff
* Optimized for high-value, high mix, low volume production
* Available capacity to fulfill new customer requirement

Aerospace Edge, LLC, recognizes these strengths and proposes to develop and implement a marketing plan to facilitate the capture of new business. Aerospace Edge proposes to develop the following products to promote the capabilities of RAMI Swiss. These products will include:

* RAMI Swiss website and on-going updates featuring leadership, credentials, projects, customers with expansion capabilities to include testimonials, press releases, e-commerce…
* Targeted marketing collateral detailing SMT, build-to-print, contract manufacturing, service, support, logistics capabilities

This proposal will detail the planned activity for 2024 with the option to continue marketing, marketing communication and messaging beyond 2024.

# Proposed 2024 Activities

The following activities are proposed for the beginning of 2024. Deliverables will be prioritized to allow business development and campaigns as products are approved by RAMI Swiss.

## RAMI Swiss website

Aerospace Edge has experienced web development capabilities. Not only will Aerospace Edge develop a dynamic, easy to navigate website, but the website will incorporate security features to thwart malicious attacks and will meet worldwide requirements for cookies and that stuff. The website is expected to be populated incrementally as the prior deliverables are developed.

The Version 0.1 (1st month work product) will feature:

* Key graphics and information from the Company Capabilities presentation
* Pages detailing: leadership, credentials, projects, customers
* Overall Capabilities

The Version 0.2 (2nd month work product) will feature:

* Virtual Tour
* Messaging content for the RAMI Swiss EMS and ASD contract manufacturing and logistics support capabilities.

The Version 0.3 (3rd month work product) will feature:

* Cross-links with external websites (RAMI US, customers, etc.).
* Professional landing point for press and corporate inquiries.
* Website content linked with email campaigns, brochures, white papers, blogging, etc

### Schedule:

The website development will be delivered in the three initial versions show above

Completion of each delivery will be invoiced at $6,500

Approval of Version 0.3 will be invoiced at $X,XXX and will constitute conversion to Version 1.0

 + incidental expenses (imagery, website tools, plug-ins

## Detailed description of website content:

### Key graphics and information from the Company Capabilities described in Version 0.1

Aerospace Edge identifies an urgent need for a RAMI Swiss capabilities presentation and brochure to communicate the capabilities of RAMI Swiss and the key benefits afforded by hiring/contracting with RAMI Swiss. This will emphasize key market strengths:

* Core Markets: ASD+
	+ Aerospace & Defense (ASD) and security, plus medical and other technological industries needing high-mix, low-volume electronic product design, fabrication, testing and logistics support
* Customer Targets: OEM, Tier 1 & Tier 2 enterprises needing:
	+ Reliable, skilled manufacturing partners with European regional footprint
	+ Logistics and streamlined delivery to European region end-customers
* Competitive Advantage
	+ Turnkey solution for high-mix low-volume electronic system/subsystem manufacture
	+ Value pricing of our products and services – competitive support for small businesses / PMEs
	+ Comprehensive delivery, stocking, logistical support and repair in European region
	+ Ideal match for companies looking for rapid turnaround on the “total package”

### Pages detailing: leadership, credentials, projects, customers described in Version 0.1

* Company background and heritage of parent US company
* Leadership bios
* Certifications, detailed schedule for AS9100 / ISO 9001, employee certifications
* Quality plan
* Details of William Tell Award
* Discussion of delivery performance for current (deidentified) customer

### Overall Capabilities described in Version 0.1

* Value proposition: **capabilities beyond board assembly and test**
	+ Highly skilled workforce with precision electronic and mechanical assembly experience
	+ State of the art facility with latest generation of assembly, inspection and test capabilities
	+ Board, subsystem and system manufacturing, with electronic and mechanical fabrication
	+ Kitting, stocking, logistics and bonded storage capabilities
	+ Ancillary component sourcing and manufacture for complete installation kit packaging
	+ Vibration and temperature environmental test capabilities
* Details of RAMI Swiss SMT capabilities, build-to-print & contract manufacturing, service, support, logistics capabilities

### Virtual Tour described in Version 0.2

* Facility floor plan with active links to photos of actual facility

### Messaging content for the RAMI Swiss EMS and ASD contract manufacturing and logistics support capabilities described in Version 0.2

* European Free Trade Area (EFTA) presence
	+ Point of manufacture
	+ Point of stockage
	+ Point of shipment
* Proximity to growth markets: Middle East, India, Asia, Africa
	+ Active map showing distances to growth markets
* Benefits from in-region access to highly-skilled manufacturing human resources
	+ Blah blah blah blah

### Cross-links with external websites (RAMI US, customers, etc.) included in Version 0.3

* Integration / cross-link to RAMI US
* Pin map of current RAMI US customers

### Professional landing point for press and corporate inquiries included in Version 0.3

* Press release page
* Downloadable press kit

### Website content linked with email campaigns, brochures, white papers, blogging, etc, included in Version 0.3

* Add white papers, brochures

## Additional Options for follow-on 2024 activity

## Targeted Marketing collateral

Building on the Company Capabilities presentation, additional collateral detailing specific aspects of RAMI Swiss SMT, build-to-print, contract manufacturing, service, support, logistics capabilities.

These products will be separate presentations / brochure / fly-sheets with a “deep dive” into each capability area:

* SMT: details of equipment, throughput, inspection and test capabilities
* Build-to-print: details of the process of onboarding customer design through production
* Contract manufacturing: details of scheduling, build, inspection, test and delivery of contracted products
* Service, support: details of after delivery warranty service and support
* Logistics capabilities: details and benefits of how products manufactured by, kitted by, or procured by RAMI Swiss can be warehoused and shipped from the RAMI Swiss facility

### Schedule:

1 to 2 months estimate

$6,000 / month + incidental expenses (licensed imagery…

# Further 2024 expansion of activities

* Trade show schedule
* Industry memberships
* living blog hosted on website
* social media leverage
* email campaigns
* press releases
* project & customer “white papers” for website
* Implement and manage a continuous communication policy for RAMI Swiss Sàrl, including:
	+ Targeted email campaigns backed up with human follow-up contact
	+ Regular press releases to defense, aerospace, electronic manufacturing markets, supported by website blog entries and social media posts
	+ Email campaigns targeting potential clients with human follow-up, based on key events & accomplishments at RAMI Swiss Sàrl
	+ Social media: LinkedIn postings on key RAMI Swiss events and activities