

# READY 4 BUSINESS

CONSULTORÍA NEGOCIOS R4B S.A. DE C.V.



# WHAT ARE WE DOING FOR YOUR BUSINESS

**Ready 4 Business**, is committed to create innovative, effective, dependable and accurate marketing communication that meets and exceeds customer needs.

Specialized communication services that give meaning to the brand of our customers, transforming the way of thinking and feeling of consumers.

Customer loyalty is the most important thing for us, because in R4B, we seek to build successful alliances, business partners and lifelong friendships.

“The best way to predict  
your future is to create it”

- *Peter Drucker*



INDUSTRIAL SECTOR

# Corporate identity

Identity design, corporate development & marketing tools

RKS Industrial Group is a leading and prestigious company in Northern Mexico. Since 2002, it provides their customers with the best cutting and coating tools for their industrial processes.







INDUSTRIAL SECTOR

# Institutional Identity

Brand management and development of training tools

The global Magna Training Center (MTC) initiative is a Magna Corporate project, led by Bea Lozinski, to develop regional training programs and provide effective and cost-effective training solutions to all Magna collaborators.

¡BIENVENIDOS

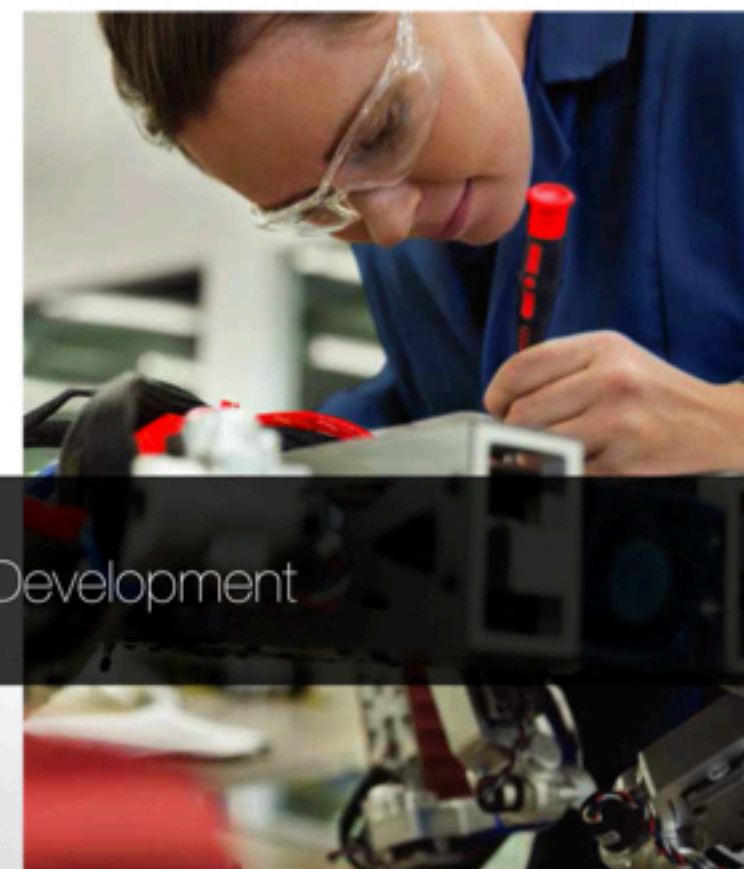
a la familia Magna!

¡Juntos somos  
más fuertes!



Operational Development

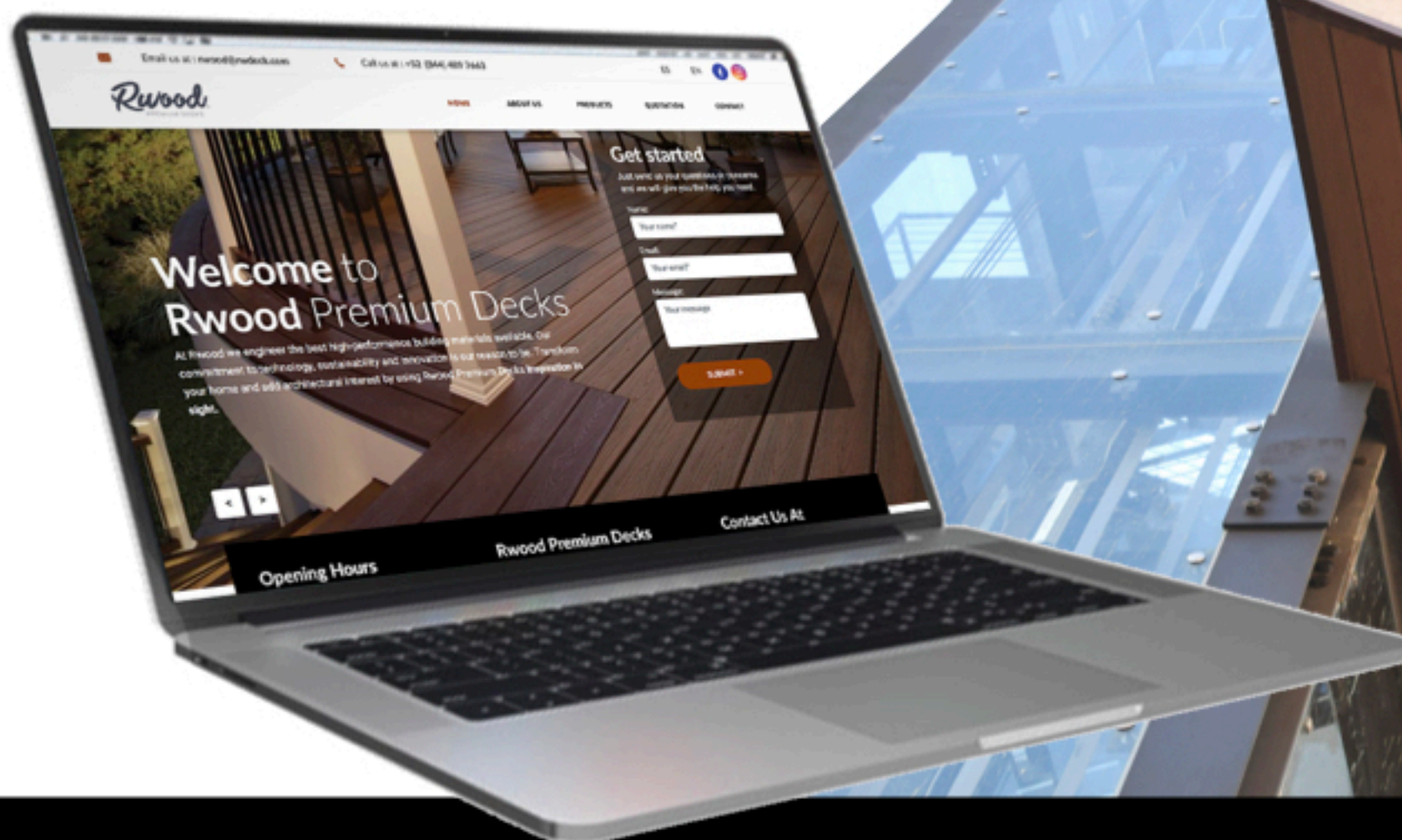
DRIVING EXCELLENCE.  
INSPIRING INNOVATION.







An alternative to high performance wood to highlight the beauty of your home or business. With Rwood Premium Decks, you can get the same beauty and style you enjoy indoors to create an unparalleled space on the outside.



INNOVATIVE PRODUCTS  
Corporate branding  
Brand development, marketing and business plan

**Premium Decks,  
siding, soffit and  
accessories**



# Kipho

Home Products

Kipho home products is a specialized company that offers innovative cookware and household products, which are designed with insulated technology and high quality standards.

INNOVATIVE PRODUCTS

## Brand development

Commercial identity, sales tools & product development







INDUSTRIAL SECTOR  
Brand identity  
Identity design, sales tools and website

CactusValley® develop projects that respond to the special needs of each client. The strategic location, the privileged access to important roads, high infrastructure facilities and services make its Industrial parks be the most profitable option for their clients.





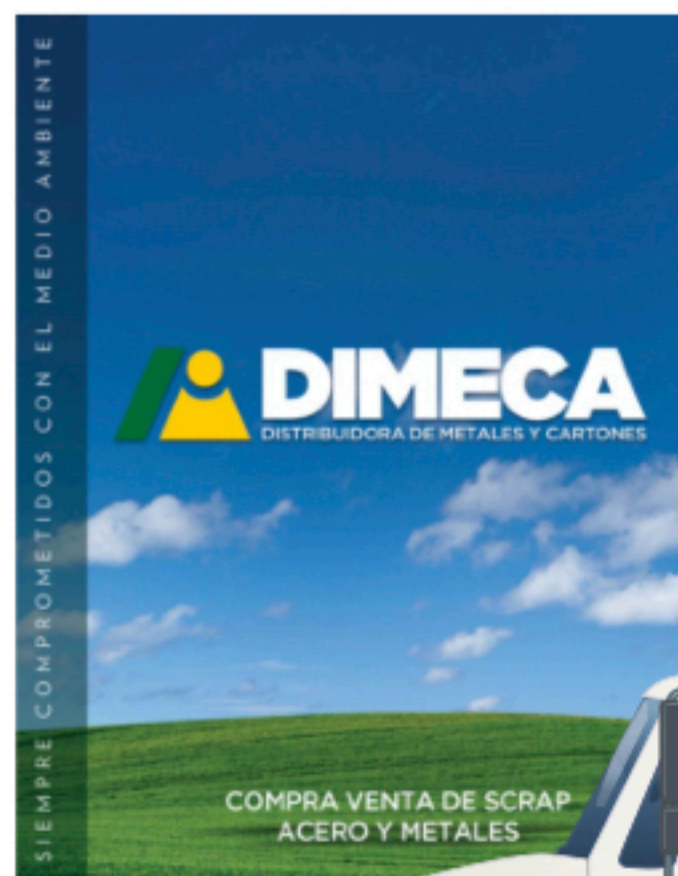


INDUSTRIAL SECTOR

# Rebranding®

Identity design, sales tools and website

With more than 25 years of experience as experts in waste management, this company has the financial strength to meet the needs of the national industry.





# Don ARTEMIO®

R e s t a u r a n t e

Don Artemio is a concept inspired by Saltillo, the name is in honor of a great person from Saltillo; Artemio de Valle Arizpe, diplomat, writer, author of more than 50 books, many of his works are historical novels, where the foods of the different periods are highlighted. Don Artemio loved to eat and drink, he was a true gourmand.



## HAUTE CUISINE Brand building

Brand management, personal branding & product development

A promotional poster for Don Artemio restaurant. At the top, the restaurant's logo is displayed. Below it, the text 'SONORA fest' is written in a large, stylized font, with 'A PARTIR DEL 10 DE ENERO 2019' underneath. The central image shows a beautifully plated dish of Sonora Fest, featuring a stack of red, sauced items topped with a generous amount of white cheese and green herbs, served on a rustic wooden plate. Below the dish, the text 'CHEF INVITADO' is followed by 'Eloy Aluri' in a large, handwritten-style font. At the bottom, there are several logos and text elements, including 'GANADOR', 'Premio a la Gastronomía Mexicana', 'Patrimonio Cultural Inmaterial de la Humanidad', 'UNESCO', and 'CERTIFICATE OF EXCELLENCE 2018'.





# EMOTIONAL MARKETING

## Brand management

Brand management & advertising campaigns

## VILLA FERRÉ

The most important banquet house in Coahuila, with capacity to attend up to 10 simultaneous events and serve more than 10,000 clients. The haute cuisine and the excellent service make every detail an unforgettable experience.

VILLA FERRÉ

**DISFRUTA  
TUS LOGROS**  
*Graduaciones*  
¡Todo incluido!

Pide tu cotización por WhatsApp al 844 231 7142  
o por nuestras redes sociales

Bvd. Venustiano Carranza No. 8550 Col. Valle Hermoso Tel. 4321000

VILLA FERRÉ

**Lujo**  
A DOMICILIO

T. 432 1000 www.villaferre.com



# Power Grain®

PowerGrain®, are 100% Mexican products. The quality of its ingredients is their main priority. The fresh, healthy and delicious ingredients are carefully selected.



## Product development

Identity design, sales tools and website





RETAIL

# Product line

Identity design, sales tools and POP material



The Authentic Apple of Saltillo, product 100% natural and without preservatives. A sweet apple of exceptional flavor and abundant juice.





# Product development

The development of new products refers to original products, improvements in the product, modifications or the design of new brands, covering the needs of the target market in a creative way.





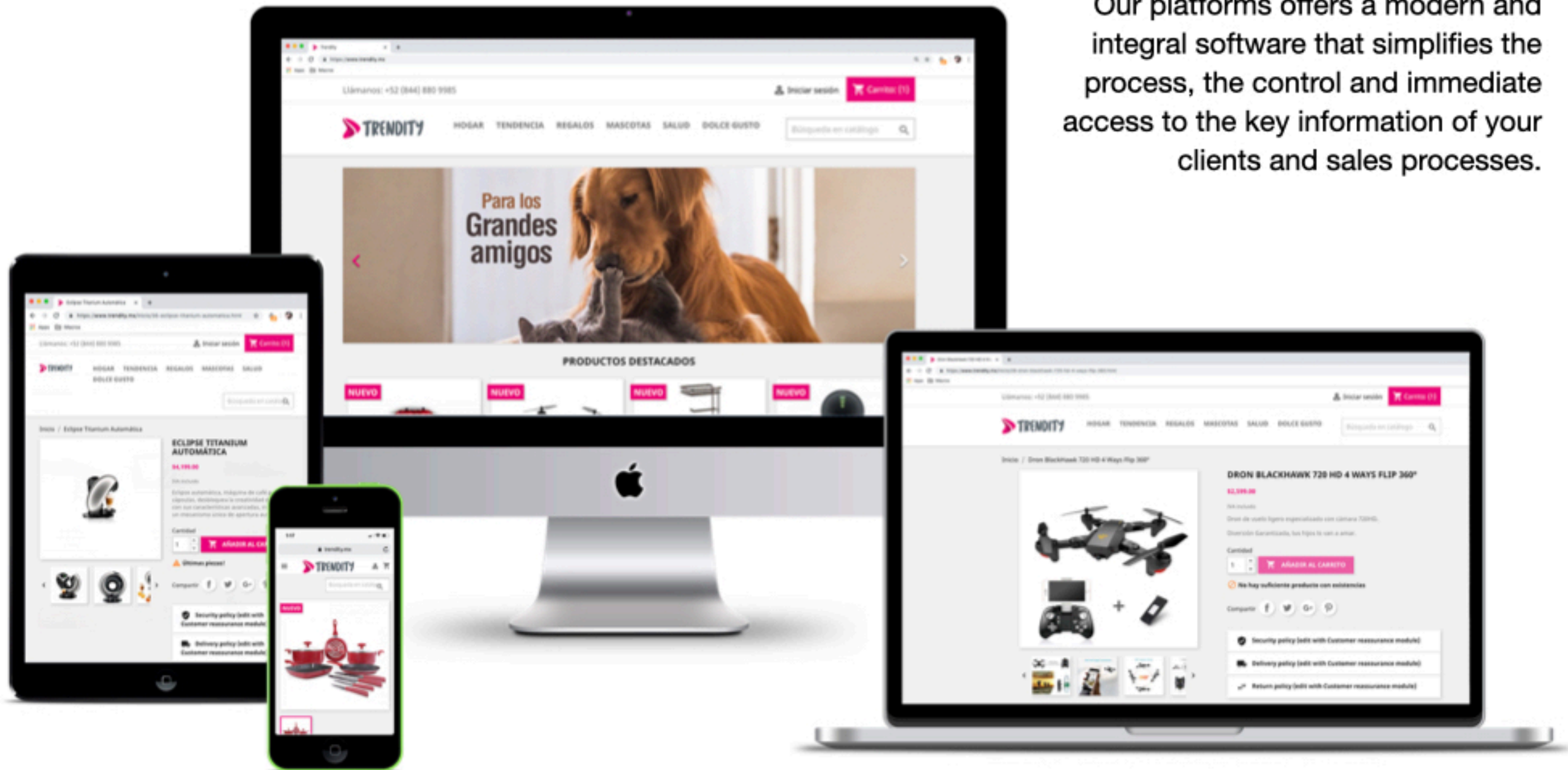


E-COMMERCE

# Digital Marketing

Design & development of digital platforms

Our platforms offers a modern and integral software that simplifies the process, the control and immediate access to the key information of your clients and sales processes.





# LOBOS DE CORAZÓN

COMPROMETIDOS POR CONVICCIÓN

SCHOLAR SECTOR

## Brand loyalty

Institutional identity and communication strategy

Porque SOY UNIVERSITARIO, Honesto y  
Responsable... SOY UAdeC





# Educational marketing

Institutional identity and communication strategy

With small actions, a great change can be achieved  
improving the relationship between all the agents of the  
educational community.





“The best advertising is done  
by satisfied customers”

- *Philip Kotler*



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