



aspire

Marketing

Turning Ambition into Impact !

WELCOME TO ASPIRE MARKETING PLC

Aspire Marketing PLC is a reliable and forward-thinking company specializing in import sourcing, branding solutions, and customer-tailored services. We are committed to helping businesses strengthen their market presence through innovative branding strategies, high-quality imported products, and customized solutions designed to meet the unique needs of each client.

As a trusted partner in sourcing and importation, Aspire Marketing PLC connects businesses with premium products from global markets, ensuring quality, affordability, and timely delivery. Our diverse portfolio includes promotional products, advertising technologies, IT equipments, electrical equipments, custom furniture, construction materials and other specialized imports that support business growth and operational excellence.

In the branding sector, we provide comprehensive services that enhance brand visibility and create lasting customer impressions. By integrating modern advertising technologies, creative design, and strategic marketing solutions, we help organizations build strong, recognizable brands that stand out in competitive markets.

What sets Aspire Marketing PLC apart is our dedication to delivering customer-tailored solutions. We take the time to understand each client's objectives, challenges, and industry requirements, enabling us to develop customized strategies and products that align with their goals. From concept development and sourcing to installation and project execution, we ensure seamless service and exceptional results at every stage.

Driven by innovation, quality, and customer satisfaction, Aspire Marketing PLC continues to be a trusted partner for businesses seeking reliable import sourcing, impactful branding, and value-driven solutions that create measurable success.



CORE SERVICES

1. BRANDING SERVICES

Aspire Marketing PLC offers comprehensive and innovative branding solutions designed to make a lasting impact on your audience. Our branding services include:

- Logo Design & Brand Strategy: We collaborate with clients to develop strong brand identities, ensuring every element resonates with their target audience.
- Marketing Collateral & Digital Marketing: From printed materials to digital assets, we design and implement marketing strategies that drive engagement and deliver results.
- Futuristic Digital Advertising: As part of our cutting-edge branding services, we offer state-of-the-art digital advertising solutions, including:



● High-Quality Promotional Materials Printing: Aspire Marketing PLC provides premium-quality printing services for a wide range of promotional materials, helping to reinforce your brand identity.

Our printing solutions include:

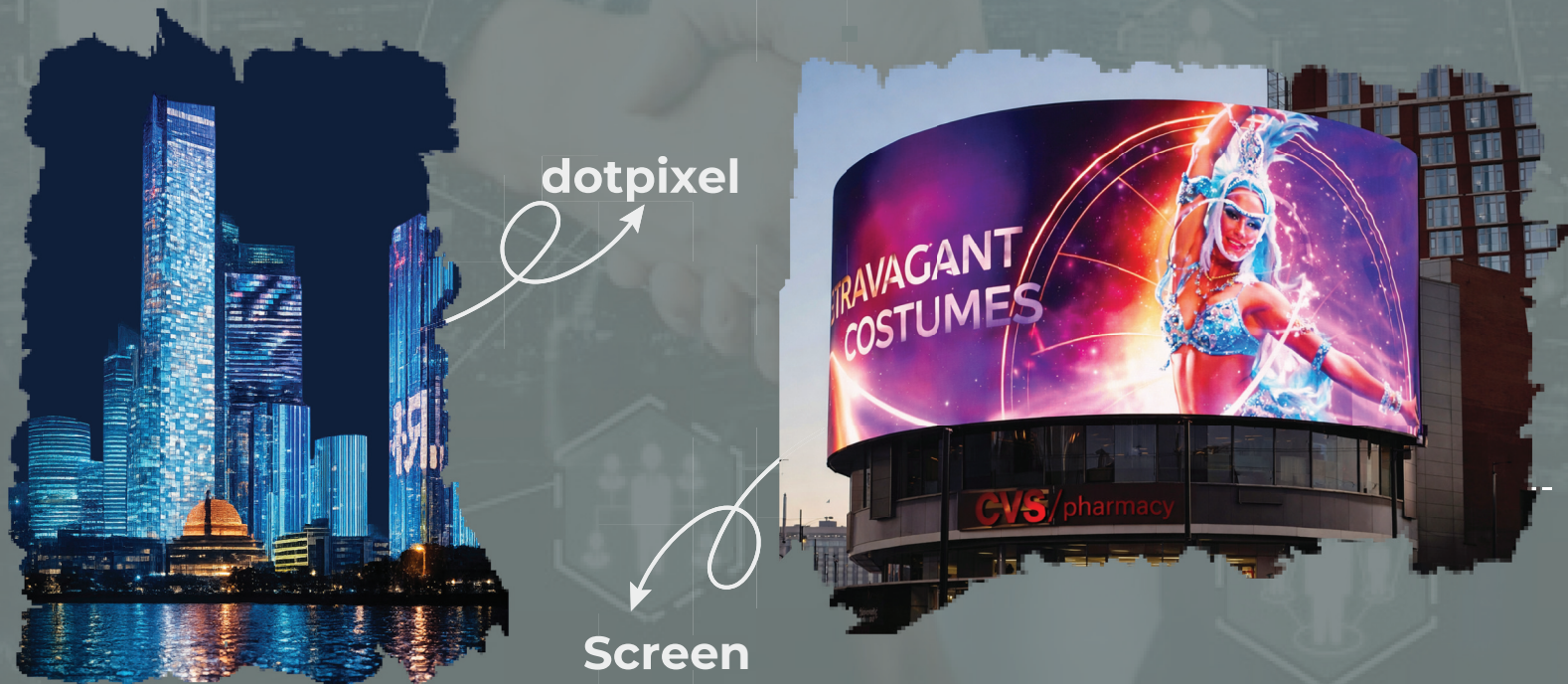
- Brochures & Flyers: Vibrant, high-quality printed materials designed to engage customers and promote your products or services.
- Banners & Posters: Large-format printing for eye-catching banners and posters that make a bold statement at trade shows, events, or retail locations.
- Business Cards: Custom-designed, premium business cards that leave a lasting impression on your clients and partners.
- Stationery: High-quality printed stationery, including letterheads, envelopes, and more, to ensure consistency and professionalism in all your corporate communications.



● High-End Digital Display Solutions

We provide premium digital display solutions designed to enhance brand visibility, customer engagement, and information delivery. Our services include the supply, installation, customization, and maintenance of advanced LED, LCD, and interactive display systems for commercial, corporate, retail, hospitality, educational, and public-sector environments.

Our high-performance digital displays deliver exceptional image quality, reliability, and seamless content management, enabling businesses to communicate effectively and create impactful visual experiences. From indoor and outdoor digital signage to video walls and interactive displays, we offer innovative solutions tailored to meet the unique needs of each client.



2. CUSTOM-IMPORTED PRODUCTS



Aspire Marketing PLC specializes in sourcing and importing customized products tailored to client requirements. Our offerings include:

- **Furniture & Office Accessories:** Office furniture, workstations, storage solutions, and ergonomic accessories designed for comfort and productivity.
- **Promotional & Digital Advertising Materials:** Branded corporate gifts, promotional merchandise, digital signage, LED displays, and marketing materials that enhance brand visibility.
- **Construction Materials:** Quality building materials, including cement, steel products, tiles, timber, sanitary ware, and finishing materials for residential, commercial, and industrial projects.
- **Industrial Machinery:** Construction, agricultural, manufacturing, and processing equipment sourced according to specific operational needs.
- **Kitchen Equipment:** Commercial and residential kitchen appliances, fixtures, and fittings customized to meet functional and design requirements.
- **Through our global supplier network, we deliver high-quality, reliable, and cost-effective products that meet international standards and client specifications.**
- **IT & Electrical Equipment:** Computers, networking devices, printers, power systems, generators, electrical components, and related technology solutions.

3. TAILORED SOLUTIONS

At Aspire Marketing PLC, we recognize that every client and project has unique requirements. Therefore, we provide customized solutions across our diverse business sectors, including branding and marketing services, IT-related services and equipment import, electrical works and related equipment import, machinery import, construction material import, furniture import and general supply services.

Whether it is developing a comprehensive branding strategy, sourcing specialized IT or electrical equipment, importing machinery and construction materials, or importing custom furniture, we work closely with our clients to deliver tailored products and services that meet their exact specifications, quality standards, and business objectives.

OUR MISSION

At Aspire Marketing PLC, our mission is to deliver innovative, custom-imported products and high-quality branding solutions that meet the specific needs of each client. We strive to enhance the visibility and success of businesses through cutting-edge technologies and exceptional service, ensuring every project is completed to the highest standards.

OUR VISION

To be the leading provider of futuristic custom-imported products and branding technologies, known for our commitment to excellence, creativity, and customer satisfaction. Aspire Marketing PLC aims to help businesses grow by providing them with the tools they need to stand out in a competitive marketplace.

OUR VALUES

- Customer-Centricity: We put our clients first, tailoring our services to their specific needs and goals.
- Innovation: We embrace the latest technologies and creative solutions to stay ahead of industry trends.
- Quality: Our products and services are held to the highest standards, ensuring longevity, functionality, and aesthetic appeal.
- Integrity: We are transparent, ethical, and committed to fostering long-term relationships based on trust.

WHY CHOOSE ASPIRE MARKETING PLC?

- Expertise: With years of experience, we offer unmatched expertise in both custom-imported products and branding.

- Global Reach: Our extensive network of suppliers and manufacturers ensures that we can source the best products from around the world.

- Advanced Technology: We leverage cutting-edge technologies such as 3D LED screens, digital signage, and dot-pixel displays to deliver innovative and highly effective branding and advertising solutions. In addition to our advanced branding services, we specialize in the import and supply of high-quality machinery, furniture, IT equipment, electrical products, hotel supplies, and construction materials, providing comprehensive solutions that meet the evolving needs of businesses across various industries.

- Customization: Each service and product we offer is tailored to meet the precise requirements of our clients.

- Comprehensive Service: From concept development to professional installation and staff training, Aspire Marketing PLC provides an end-to-end service that ensures success at every stage.

1. ALTERA LUXURY LIVING

Aspire Marketing was commissioned to design, produce, and install a complete high-end indoor and outdoor signage system for Altera Luxury Living, an upscale residential development featuring 104 luxury furnished apartments, 3 exclusive penthouses, and a high-end restaurant. The project focused on delivering a sophisticated signage experience that reflects the premium lifestyle, elegance, and architectural identity of the property.

- **Brand-Aligned Signage Design**

Aspire Marketing developed a cohesive signage concept for Altera Luxury Living, blending modern typography, premium materials, and minimalist design with intuitive wayfinding and seamless architectural integration.

- **Outdoor Signage System**

The exterior signage was designed to establish a strong first impression and landmark presence, combining durable, weather-resistant materials with illuminated and strategically placed elements to enhance visibility, functionality, and the development's luxury curb appeal.

- **Indoor Wayfinding & Identity Signage**

Aspire Marketing delivered a comprehensive interior signage system that enhances navigation and reinforces a premium experience through high-quality materials, precise fabrication, and seamless alignment with the building's interior design.

- **Fabrication & Installation**

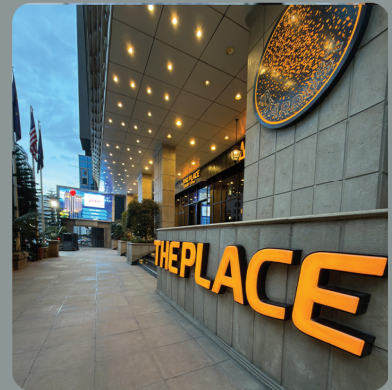
Aspire Marketing managed end-to-end production and installation, ensuring premium materials, precise fabrication, and meticulous execution aligned with design specifications while maintaining exceptional quality with minimal disruption.



2. THE PLACE LUXURY LIVING BUILDING

Aspire Marketing PLC provided complete signage, lighting, digital display, and property management solutions for The Place Luxury Living Building, creating a sophisticated and functional environment for residents and visitors.

- **Building Signage:** Custom-designed exterior signage reflecting the building's luxury brand identity, using premium materials such as brushed metal and backlit acrylic for a high-end look.
- **Parking Signs:** Supplied clear and weather-resistant parking signage to guide residents and visitors smoothly through the parking area.
- **Internal Signs:** Delivered elegant interior signage, including directional markers, floor identification, and elevator indicators, crafted to match the building's luxurious interior.
- **Facade Lighting:** Designed and installed the building's façade lighting system, enhancing its architectural features and creating a modern, elegant nighttime identity on the city skyline.
- **LED Screen:** Supplied and installed a high-resolution outdoor LED digital display, built for durability and strong visual impact, adding a dynamic digital feature to the building's exterior.
- **Property Management Software Supply:** Supplied property management software to streamline daily operations, improve property administration, and support efficient management of bookings, tenants, rooms, and services.
- **Heavy-Duty High-Spec Server Supply:** Supplied a heavy-duty, high-specification server to support secure data storage, reliable performance, and smooth operation of the property management software.



3. MOHA SOFT DRINK INDUSTRY S.C.

Aspire Marketing PLC worked with Moha Soft Drink Industry S.C. to provide comprehensive signage and promotional display solutions for their headquarters and marketing campaigns.

- **HQ Office Signage:** Designed and installed high-quality signage for the headquarters office, ensuring a professional, polished, and cohesive image that reflects Moha Soft Drink's brand identity.
- **Light Box Supply:** Imported high-quality light boxes specifically for the Merinda tonic marketing campaign, helping enhance brand visibility and create eye-catching promotional displays across various locations.
- **Inflatable Arc Supply and Installation:** Supplied and installed a custom inflatable promotional arc, as shown in the provided image, to support brand activation campaigns and create a bold, visually impactful entrance feature for events and outdoor promotions.
- **Indoor Digital Display Supply:** Supplied indoor digital displays used for promotional purposes, helping Moha Soft Drink showcase marketing messages, product advertisements, and campaign visuals in a modern, attractive, and engaging way.



4. TK INTERNATIONAL PLC

Aspire Marketing PLC provided complete signage solutions for The Place Luxury Living Building, creating a refined, modern, and highly functional environment for residents and visitors.

- **Building Signage:** Custom-designed exterior signage that reflects the building's luxury identity, using premium materials such as brushed metal and backlit acrylic to create an elegant and high-end appearance.
- **Parking Signs:** Durable and weather-resistant parking signage designed to guide residents and visitors clearly and efficiently throughout the parking area.
- **Internal Signs:** Stylish and functional interior signage, including directional signs, floor identification, and elevator indicators, crafted with quality finishes to complement the luxurious interior design.
- **Dot Pixels Supply and Installation:** Supply and installation of high-quality dot pixels to enhance the building's visual appeal, providing a modern lighting effect that adds brightness, sophistication, and a premium nighttime presence.



5. CITY VIEW APARTMENT (ONGOING PROJECT)

Aspire Marketing PLC provided complete signage solutions for City View Apartment, creating a sophisticated and functional environment for residents and visitors.

- **Building Signage:** Custom-designed exterior signage that reflects the luxury branding of the building, incorporating high-end materials such as brushed metal and backlit acrylic for a premium look.
- **Parking Signs:** Clear and weather-resistant parking signage, guiding residents and visitors seamlessly through the parking area.
- **Internal Signs:** Elegant and functional interior signs, including directional markers, floor identification, and elevator indicators crafted with high-quality materials to enhance the building's luxurious interior.
- **Façade Lighting:** Supply and installation of premium façade lights to enhance the building's architectural beauty, improve nighttime visibility, and create an elegant illuminated appearance.
- **Outdoor Freestanding Signage:** Design and construction of an outdoor freestanding signage structure, providing a bold and professional landmark feature that strengthens the building's identity and visibility.



6. KANA TV (BEMEDIA)

SUPPLYING 147 SQUARE METER P4 LED SCREEN

Aspire Marketing PLC was responsible for supplying a 147 square meter P4 LED screen for Kana TV (BeMedia), a leading Ethiopian television network.



Aspire Marketing PLC was responsible for supplying
-NAS (Network Attached Storage Device)



7. TK HOTEL & RESORT

Aspire Marketing PLC worked with TK Hotel & Resort to provide comprehensive hotel facility solutions, brand identity development, and promotional branding support.

- Hotel Equipment & IT Infrastructure Supply: Supplied and installed safe boxes, door locks, CCTV cameras, network infrastructure equipment, kitchen equipment, and other essential hotel amenities to support the hotel's safety, operations, and guest experience.
- Brand Identity & Promotional Branding: Developed the hotel's brand identity, including logo design, promotional items, hotel building branding, roadside advertisements, and social media management, helping create a strong, professional, and recognizable brand presence.



8. SHERATON ADDIS, A LUXURY COLLECTION HOTEL

Successfully designed, fabricated, and installed premium signage for Sheraton Addis Asian Restaurant, delivering a high-quality branding solution that complements the restaurant's luxury identity and enhances its visual presence.

Key Responsibilities & Achievements:

- Designed and installed premium exterior signage reflecting the restaurant's elegant brand image.
- Delivered high-quality fabrication and professional installation with exceptional attention to detail.
- Enhanced the restaurant's visibility and guest experience through a sophisticated and visually striking signage solution.



9. ADDIS INTERNATIONAL CATERING

Successfully managed the branding, printing, and installation of marketing materials for Addis International Catering, ensuring consistent brand visibility across the Head Office, Adwa Branch, Nani Building Branch, and CDC Branch.

- Managed the design, production, and installation of frosted window stickers and indoor signage.
- Coordinated vehicle branding projects and ensured high-quality brand application.
- Oversaw the production and delivery of 22,000 custom branded paper bags.
- Managed the production of teardrop flags, banners, brochures, business cards, flyers, and other promotional materials for multiple company locations.

10. SEIFERT HOTEL – INTERNAL SIGNAGE

Aspire Marketing PLC designed and installed interior signage for Seifert Hotel, including room identification, directional, and safety signs, delivering elegant, functional solutions that enhance navigation and complement the hotel's interior.

11. BAMBIS SUPERMARKET

Aspire Marketing PLC was responsible for the branding and signage solutions for Bambis Supermarket, delivering frosted window stickers, custom T-shirts (supply and printing), business cards, and indoor signage across multiple supermarket branches.

OUR PREMIUM CUSTOMERS



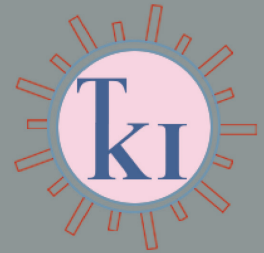
TM
THE PLACE
LUXURY LIVING



N∞RA™
RESORT
★★★★★



ALTERA
Luxury • Living



MOHA SOFT
DRINKS INDUSTRY



ወገን ባንክ
Wegagen Bank

LEWIS
RETAILS

TIME FOR A NEW WAY OF SHOPPING

ADDIS
INTERNATIONAL CATERING

CITY VIEW
LUXURY LIVING

MIDROC
INVESTMENT
GROUP
ሚድሮክ ኢንቨስትመንት ግሩፕ



Contact Information

+251911124702
+251912640023

@ gm@aspirebusinessset.com

www.aspirebusinessset.com

Bole Olompiya PEDS Building
Adisababa, Ethiopia

