



Monarch  
Senior Living

Quality Life For Elders  
为长者提供高品质生活

## List of MSL International Group Service 美国蒙纳克颐养投资管理咨询项目表

17. Provide other services and assistance as requested based on a mutually acceptable addendum to the contract.

提供基于双方接受的合同附录所需的其他服务和协助。

### II. Marketing :

including establishing a detailed marketing plan, which includes budgets and timelines, sales/leasing coordination and training, review of collateral and marketing materials budgets and actual printed materials, and healthcare and technology coordination and strategic planning.

#### 二、市场营销:

包括建立一个详细的市场营销规划, 包括预算及时间表, 销售或租赁协助及培训, 规划市场营销相关预算、广告及印刷宣传品, 保健及技术合作, 以及战略规划。

1. Develop a marketing plan.

制定开发市场营销方案。

2. Assist in recruiting, hiring, and training marketing personnel. Assist in the launching of a marketing sales office.

协助聘用并培训营销人员, 协助建立市场营销团队。

3. Recommend a list of marketing collateral materials.

推荐市场营销相关物资清单。

4. Assist in developing a marketing and advertising campaign.

协助开发一个市场营销及广告活动。

5. Establish standard operating procedures to control every other aspect of the marketing efforts.

建立标准化营销控制及运营程序方案。

6. Review marketing tracking accounting system and input forms.

审核市场营销跟踪会计系统及各类标准表格。

7. Review and refine daily marketing reporting information so they can track daily sales and marketing process.

审核并总结每日市场营销报告信息以便跟踪每日销售及营销进程。

8. Review and recommend healthcare platform for assisted living and other special service needs.

为协助居住者以及特殊服务需求人员建立体检医疗保健平台。

9. Plan a marketing outreach campaign to promote the lifestyle and services to leaders in the community.

策划设计营销宣传话提高社区居住者的生活方式及服务。

10. Design a remote quality control system so marketing staff can be trained and coached from a remote location.

设计远程质量监控体系, 远程控制实现营销人员的培训及管理。

11. Staff Training & On site Practice

人员培训及上岗实习