

# CreativeMurals

## PROPOSAL AND MARKETING PLAN

CreativeMurals.com Initial website offering to introduce digital printing on walls as a cost effective way to create wall murals in many different environments for diverse purpose and interests. Verses traditional wallpaper and film methods, which tend be costly if custom with a long project timelines due to a multi-process workflow, especially for one of projects.

Direct to wall printing has all the same benefit as the wallpaper without the customer having to apply it themselves, or hire a professional for the bigger and more difficult jobs. With customization it becomes even more daunting and exponentially more expensive. Direct to wall printing takes this burden away from the customer. It starts with the website and ends with the completed project at customers location.

Details of a comparative analysis will be a discussion for the designer and CreativeMurals.com