

## Business Concept

In a dynamic and competitive market place, the most important element in any marketing communications programme is corporate image building. With more than 30 years of global experience, Pico has earned itself a solid reputation for quality, reliability and professionalism in this field.

Our focus for the future is to fully respond to the fundamental needs of our clients. Pico has in the recent years expanded and re-engineered to create a fulfilling environment to avail ourselves as a one-stop image service provider. Enhanced by our motto “Quality service to our customers above all else”, our innovative, creative and committed team of professionals are the catalysts for success. Clients now look to us as a provider of creative image building solutions with international network and local community roots.

Our creative design, production and technological capabilities cover exhibition displays, museum exhibits, events and promotions, multimedia productions, interior architecture and signage.

At Pico, we believe that quality is never an accident and that every job is a self-portrait of the person who did it. Hence, regardless of the project’s scale or size, we strive for excellence. We treat each and every project as unique, demanding a detailed process from conceptualisation and strategic thinking to production and management on-site.

People are our asset. We have a multinational and culturally diversified work force. Their understanding of local cultures, customs and business practices ensures that projects are delivered on site, on time, in any language, anywhere in the world. We believe in investing in our staff. It is our company policy to continuously upgrade our services and skills. Apart from local in-house training, we expose them to overseas training.

As the world becomes smaller, with interconnectivity and businesses going e-commerce, we have geared ourselves to better serve our clients by working in strategic alliance with technology partners to provide internet related services.

With our continuing dedication to providing the BEST-OF-THE-BEST to our clients, Pico today is one of the world’s largest, leading and most vertically-integrated service provider in the industry.

## **Business Concept**

### **Our Approach to Work**

With any marketing communications programme, a well thought out step-by-step plan is absolutely necessary. To begin with, the corporate aims and objectives must be clearly defined and agreed upon.

With this in focus, the Pico project management team will then translate them into concept designs which embody the corporate image and culture, its products and services, its people as well as its positioning in the industry.

Once the design concept is accepted, a systematic management process from detailed design up to installation and presentation will be carried through by the designers and the production team. This process has been developed through years of experience and has proven successful. Working as a team throughout the entire process will ensure effective and efficient communication within Pico and with the client, saving both time and costs.

An exhibition or event in any marketing communication activity is considered by many as a specialised trade which demands professionals to ensure its success and smooth running. Throughout each activity, Pico will ensure that all parties and hardware or productions are brought together in harmony to position and create a powerful and consistent marketing message across to all alike.

Pico offers the most comprehensive services all under one roof. With a professional team of experienced and dynamic people, Pico will recreate and position the client's corporate image, products or services, bringing them to the next dimension.