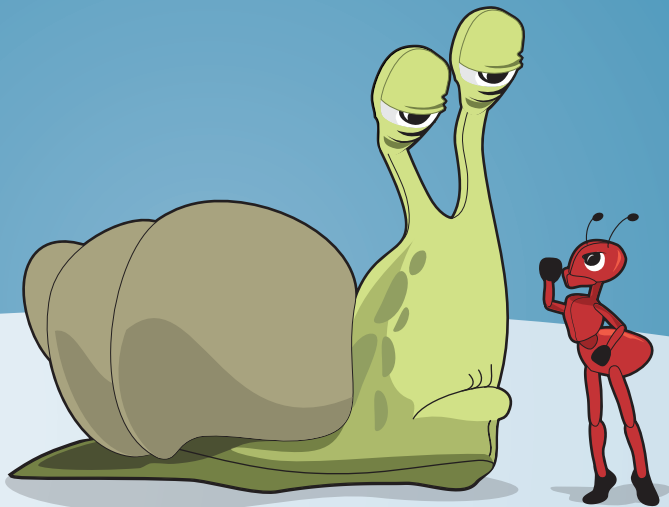


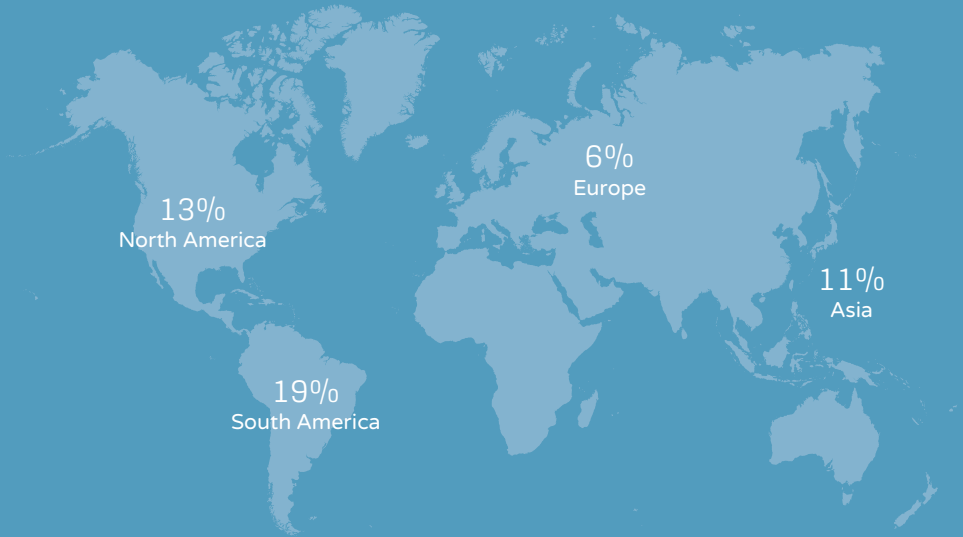
# Ants vs. Snails

3 Things That Make Your Small Business Thrive



Thrive Tactics

Entrepreneurship has grown globally.



Average growth percentages from 2001-2009

Source: Global Entrepreneurship Monitor (GEM)

# Your small business has a big contribution.

**1 of the Top 10 countries  
for ease of doing business.**

Philippines 2011, IFC / World Bank

**2nd in creating business.**

United Nations Development Programme  
(UNDP) 2010 Report

**4 out of 10 Filipinos\*  
are engaged in business.**

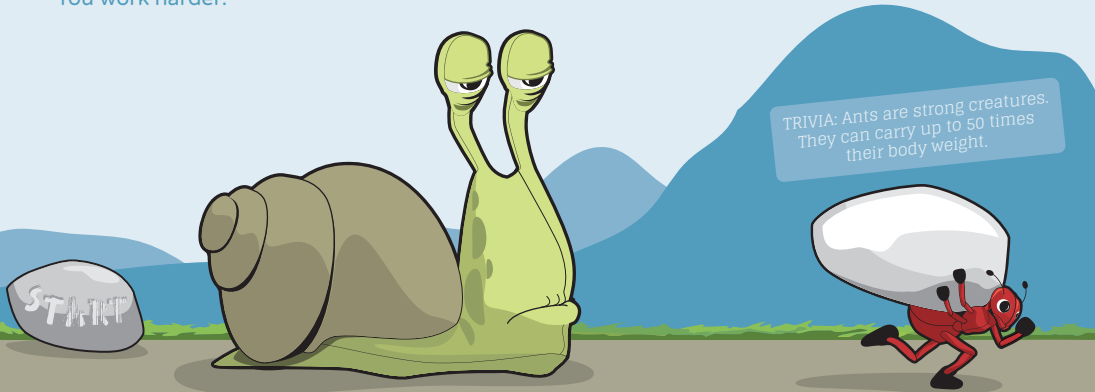
Global Entrepreneurship Monitor (GEM)  
Report: 2006-2007



More than 99% of businesses in the Philippines are  
Micro, Small, & Medium Enterprises (MSMEs).  
They are the backbone of our economy.

## ① You're smaller, faster, & better

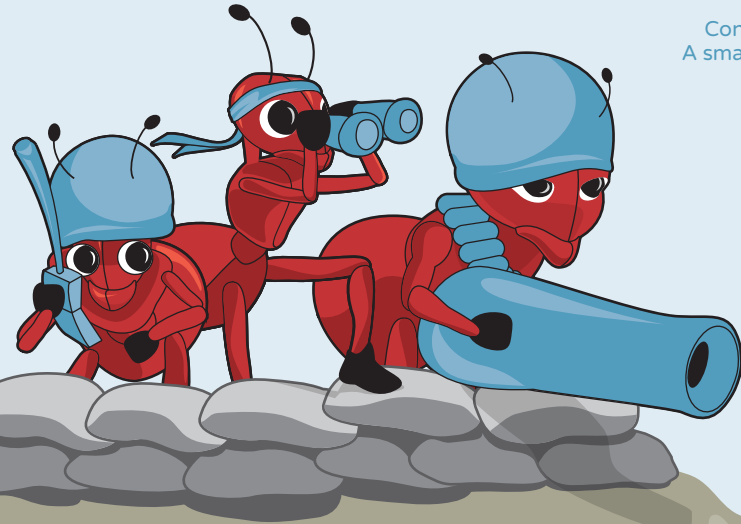
- You make decisions on the spot.
- You react to challenges on the spur of the occasion.
- Your pricing is flexible.
- Your expenses are lower. Your income is higher.
- You serve fewer customers. The quality is higher.
- Your team is smaller. They're easier to motivate.
- You can attend to every detail of the business.
- You can grab every opportunity you find.
- You are specialized, and yet, very versatile.
- You know better.
- You work harder.



## ② You're Smarter

Choose who to fight,  
when to fight, and how to fight.  
Conquer hills instead of mountains.  
A smaller territory is easier to defend.  
Be the first and stay on top.  
Move swiftly, act silently.  
Use your resources wisely.  
Find the weakness and  
strike with precision.  
Trust your instinct.  
When all else fails,  
retreat to live and  
fight another day.

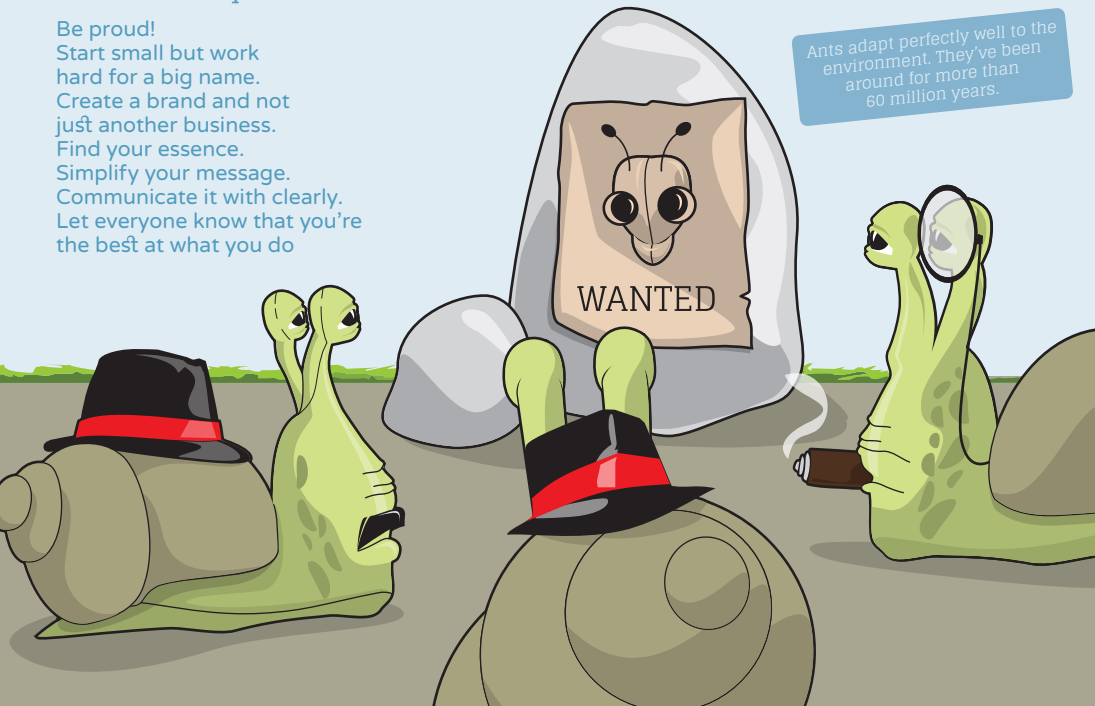
*Ants are hardworking  
and highly organized.*



### ③ You're unique

Be proud!  
Start small but work hard for a big name.  
Create a brand and not just another business.  
Find your essence.  
Simplify your message.  
Communicate it with clearly.  
Let everyone know that you're the best at what you do

Ants adapt perfectly well to the environment. They've been around for more than 60 million years.



The modern marketplace is full of exciting products and services from small enterprises. However, very few brands stand out. Most small businesses do not have access to the expertise of advertising and marketing firms due to unattainable cost.

We're about to change that fact. We believe that the realities of a minimal marketing budget shouldn't result to minimal brand appeal.

We are Thrive Tactics, your marketing task force. Our mission:

THE SUCCESS OF YOUR BRAND.

We offer reliable & high-quality services at business-friendly rates, so you can boost your brand from zero to hero.

Call 885 8424 to start winning.



**Thrive** Tactics  
Empowering Young Brands

We are a small company.  
And sometimes, that's all it takes.  
To get the job done.  
To turn the tide.  
The correct strategy can  
crush an opponent's army.

We are a small company.  
Our ammunition is limited.  
We make every last one count.  
We shoot with lethal precision.  
And we always go for the kill.

We are a small company.  
We are lean.  
We are mean.  
We are agile ants.  
Not sluggish snails.

We are a small company.  
Yet our ambition is great.  
Our courage is boundless.  
Our dreams are within reach.  
Our destiny is about to be written.

We are a small company.  
Just like you.  
Together, we are strong.  
We shall take on the world.  
We shall battle giants.  
And emerge victorious.

