3CORE

# From the first ad to the last unit in stock.

Marketing, e-commerce, technology and stock control. One team.

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Company profile

2026 · v04

# We run ad campaigns, build stores and systems, and organise stock.

## One point of contact

One team for your ads, store, systems and stock.

## A written scope

Outputs and timeline agreed before we start.

## One service or more

Start with one, add others when you need them.

# Four services. Start from your need.

01

## Marketing & Ads

Paid campaign planning and management, tracking and measurement, ad testing.

**A fit if**

You want to know where your ad spend goes.

02

## E-commerce

Shopify stores, mobile browsing and checkout, payments and shipping.

**A fit if**

You're launching a store or improving one.

03

## Technology

Websites, web and mobile apps, custom systems, integrations and automation.

**A fit if**

Your business needs a website or a tool built around how it runs.

04

## Stock Control

Stock in and out, counts, warehouses, reporting, ERP support.

**A fit if**

Your stock numbers don't match what's on the shelf.

# 01

# Marketing & Ads

### The need

Ad spend without proper tracking makes it hard to tell what works and what to stop.

### What we do

- Paid campaign planning: objective, audience and a proposed budget
- Setting up and running campaigns on the agreed platforms
- Setting up and monitoring tracking, and measuring performance within the project scope
- Testing ads and improving campaign performance based on the data

### Example outputs

- A written campaign plan
- Ad account and tracking setup
- Regular performance reports
- Recommendations for the next round

### Set by the scope

Platforms · Management period · Ad budget and spend limits · Who supplies the ad designs · Reporting frequency · Access we need

# 02

# E-commerce

### The need

Visitors who arrive on mobile and leave before paying, or a store that isn't ready for payments and shipping yet.

### What we do

- Building and developing Shopify stores
- Product and collection pages
- A better browsing and buying experience on mobile
- Payments, shipping and tracking, set up to your requirements
- Conversion improvements within the agreed scope

### Example outputs

- A store ready to launch
- Product and collection pages
- Payment and shipping setup
- A checkout review with a list of fixes

### Set by the scope

Number of products and how they're added · Who supplies product photos and copy · Available payment gateways and couriers · Third-party apps and their subscriptions · Support after launch

# 03

# Technology

### The need

A business run on scattered spreadsheets and manual steps, or a company that needs a website that presents it properly.

| What we do | Example outputs |
| --- | --- |
| Website design and development | A company website |
| Web applications | An internal dashboard |
| Mobile applications | An app for customers or for your team |
| Custom systems built around how the company works | A store linked to an inventory or accounting system |
| Integrations between systems, and automation of repeated tasks | Automated reports or notifications |

### Set by the scope

Features in the first release · Platforms: web, iOS, Android · Hosting and operation · Maintenance after handover

# 04

# Stock Control

**A standalone service: hire it on its own**

### The need

Differences between the balance in the system and what's actually in the warehouse, and stock moving in and out without consistent records.

| What we do | Example outputs |
|---|---|
| Organising stock in and out | Written in/out procedures |
| Stock counts and discrepancy tracking | A count report with discrepancies |
| Warehouse organisation | A warehouse organisation proposal |
| Inventory reports and analysis | Regular inventory reports |
| Support with ERP systems, within the service scope and the team's experience | |

### Set by the scope

Number of sites and warehouses · Count method: full or cycle counts · The system you use today · Follow-up period

# How the services combine

Illustrative scenarios to show how the services fit together. They are not client projects, packages or prices.

## A brand launching its store

Illustrative scenario

Has a product and its photos, and needs a store and a launch campaign.

02 E-commerce | 01 Marketing & Ads

We build the store and set up payments, shipping and tracking, then plan and run the launch campaign.

## A service company that needs a website and enquiries

Illustrative scenario

Has no website that presents it, and wants to know where its clients come from.

03 Technology | 01 Marketing & Ads

We design and build the website with tracking in place, then plan and run campaigns and measure what comes in.

## A store whose stock numbers don't match

Illustrative scenario

Recurring differences between the store and the warehouse.

04 Stock Control | 03 Technology

We start with a count and in/out procedures, then connect stock data to the store or system if that's in scope.

# Five steps, in the same order on every project.

01

## Understand the need

We talk about your business and the problem or goal, and ask what we need to see the whole picture.

02

## Define the scope

We write down what we'll deliver, the outputs, the timeline and what we need from you. We start once you approve.

03

## Deliver

We work in stages and show you what's done at each one.

04

## Review and hand over

Revision rounds as agreed, then we hand over the files and access.

05

## Agreed support

Follow-up, maintenance or ongoing management, if it's part of the agreement.

# To start, send us five things.

| | |
|---|---|
| 1 | A short note on your business and what you sell or offer |
| 2 | What you need, or the problem you have now |
| 3 | Links to your accounts, website or store, if you have them |
| 4 | The date you are aiming for |
| 5 | A rough budget, if you have one |

> **Then**
>
> We reply with specific questions if we need to, then send a written scope proposal for you to review before any commitment.

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# Let's start with what you actually need.

| | |
|---|---|
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