

KAJAR

THE PROSPECTUS

Private consultancy.



Strategy, brand and technology.
Personally led, from direction to delivery.

OCTOBER 2026

EXCEPTIONAL, BY DESIGN.

A business. Considered in full.

Commercial ambition.
Exceptional execution.

Kajar is a private business consultancy led by Roozbeh Saedi and Guy Watt. We combine commercial insight, creative direction and technical engineering to strengthen a business: its market position, its customer relationships and its capacity to grow.

An audit establishes the priorities. Consultancy, brand, full-stack marketing and bespoke software then work as one programme, with direct responsibility from strategic direction to implementation.

THE PROSPECTUS

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Personally involved.

Commercial experience. Independent judgement.
Direct responsibility for the work.



Roozbeh Saedi

Relationships and sales

Founder of Posh Design. Roozbeh brings the experience of running a business, an established network and a close understanding of customer relationships. The Posh Media team works alongside him across the practice.



Guy Watt

Strategy, systems and delivery

Ten years across agency work and businesses of his own, including Omnia Capital Group and The Good Season. Guy leads strategy, technology and delivery, from the commercial diagnosis to the systems that realise it.

The architecture of growth.

Value is created in the connections: between the market and the offer, the experience and the sale, the customer and the operation.

COMMERCIAL DIRECTION

Audit / Positioning / Priorities / Investment / Measures

ACQUISITION

Brand & film

Paid media

Search & AI

Social & email

CONSIDERATION

Digital
experience

Platforms / Commerce
3D / Membership

CONVERSION

Business
systems

CRM / Sales
Operations / AI



INTELLIGENCE RETURNS TO THE STRATEGY

Acquisition cost. Enquiry quality. Conversion. Customer value. Capacity.

Insight before investment.

A clear commercial diagnosis establishes where value is being lost, where the opportunity lies and what the business needs to realise it.

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|----|---------------------|---|
| 01 | Business audit | We examine the proposition, customer journey, sales process, marketing, systems and operational constraints. The aim is a complete view of the business and the decisions that matter most. |
| 02 | Strategic direction | Positioning, pricing, commercial priorities and a sequenced growth plan. We define what to invest in, what must change and how the work will be judged. |
| 03 | Implementation | Consultancy continues into delivery: creative direction, technical decisions, team training and introductions to relevant specialists. The plan has people accountable for carrying it through. |
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Independent judgement. A practical route to greater value.

The power of perception.

*A distinctive position.
A world built around it.*



Brand, demand & distribution.

Full-stack marketing under one commercial direction: the positioning, the creative, the channels and the measurement behind them.

Position

Brand strategy, identity and language

A precise expression of the offer and its audience. Naming, visual identity, tone, creative direction and the standards that hold the brand together.

Produce

Film, photography and publishing

A body of work made for the whole buying journey: brand films, product detail, editorial, campaign creative and content that answers a considered purchase.

Distribute

Paid, organic and owned channels

Search and social advertising, organic and AI search visibility, social publishing and email. Each channel has a role in discovery, consideration or continued engagement.

Measure

Commercial reporting and refinement

Spend, enquiries, pipeline and sales, wherever attribution is available. Learning informs the creative, the experience and the next allocation of marketing investment.

An advantage, engineered.

Software designed around the commercial model, the customer and the people responsible for delivery.

Digital platforms

Websites, commerce, membership, client portals and multilingual platforms. Information, content and transactions are structured around the business and its markets.

Sales & operations

Customer records, pipeline, quoting, tasks, inbox and calendar. Workflows are designed alongside the software, with ownership, context and a clear progression from enquiry to delivery.

Automation & AI

Connected tools, workflow automation and AI assistance for repeated operational work. Integrations, reporting and a record of activity support oversight as the system grows.

From a product configuration to the operation behind a global business.

From diagnosis to delivery.

A defined programme.
The same principals throughout.

JUDGEMENT. INVENTION. EXECUTION.

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| 01 | Diagnose | Examine the business, the market and the customer journey. Establish the priorities and the opportunity. |
| 02 | Define | Agree the proposition, scope, investment and sequence. Assign responsibilities and commercial measures. |
| 03 | Engineer | Build the brand, experiences and systems. Connect the components and test the complete journey. |
| 04 | Develop | Equip the team, review performance and refine the work as the business and the evidence evolve. |

Attract.

A position in the market.

A presence in the imagination.

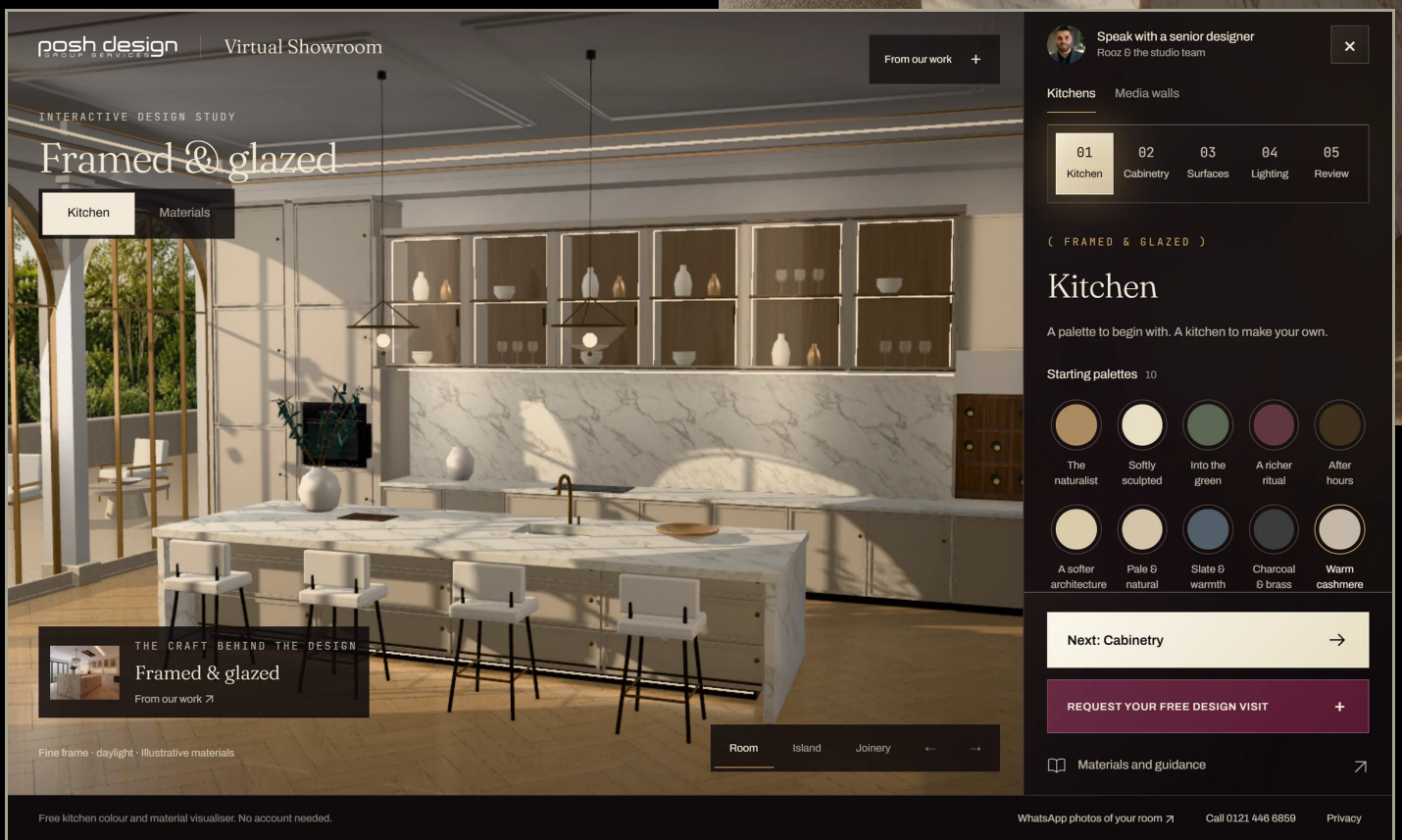
Recognition.
Relevance.
Demand.

Brand strategy establishes the position. Film, publishing and campaigns give it expression. Search, advertising and distribution place it in front of the people whose attention matters.

Engage.

*Digital experience,
engineered.*

The brand becomes a place
to explore, choose and return.



Interactive configuration / An expression of the wider digital experience

Immersive environments. Commerce.
Private platforms. Connected journeys.

Inspire.

A world worth
belonging to.

Culture, content & commerce.

The audit reveals the audience and the commercial opportunity. We invent the content formats that build a world around the brand, attract interest and create a reason to return.

BRAND FILM



EDITORIAL & PUBLISHING



Original formats.
Lasting attention.
Commercial intent.

A magazine, a film series, an expert guide or a useful calendar can give a brand a place in its audience's life long before the need to buy.

We conceive the format, direct production and build the publishing, distribution and follow-up around it. Each programme is specific to the business, its market and the people it needs to reach, connecting discovery with deeper engagement and a route to purchase.

Connect.

One vision. Every connection.



Business operating software, engineered around your commercial model. Marketing, relationships, sales and delivery share one system, so every opportunity reaches your team with its context intact.

Revenue

Campaigns, CRM, quotations and follow-up connect to the sale, the delivery and the next opportunity.

People

Ownership, shared knowledge, training and recognition support performance and strengthen employee loyalty.

Control

Tailored workflows, reporting and AI assistance give the business visibility, accountability and capacity to grow.

The scope of our involvement.

An engagement is shaped around the commercial ambition, the work required and the degree of ongoing involvement.

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|----|----------------|--|
| 01 | Advisory | An audit, strategic review or retained consultancy. Independent judgement on a commercial question, with practical priorities, recommendations and support for implementation. |
| 02 | Transformation | A defined programme across brand, digital experience and business systems. The scope, dependencies, milestones and responsibilities are agreed before delivery begins. |
| 03 | Stewardship | Ongoing consultancy, marketing management and development. A regular rhythm of activity, commercial review and refinement as the business evolves. |
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Combined programmes are scoped and priced as a whole.

Professional fees.

Indicative starting investment.

Defined against the scope of the engagement.

SERVICE MANDATE

STARTING FEE / GBP

01 Private consultancy

Audit, strategic direction, commercial problem solving and team development.

£350+

per hour

02 Digital platforms & software

Websites, digital experiences and bespoke software, engineered around the business.

£20,000+

per project

03 Marketing management

Agreed channels and activity, directed and managed within the commercial plan.

£1,500+

per client / month

All figures are starting fees in GBP and increase with scope and complexity. Advertising spend and other external costs are additional where required. Payment and engagement terms follow.

Terms of engagement.

Scope, investment and responsibility are established before commitment.

01	Scope & discovery	An audit informs the priorities. The proposal defines the work, deliverables, responsibilities and fees. Scope and any discovery work are agreed before commitment.
02	Retainer commitment	The first three months of every retainer are paid upfront, covering those months of service. Channel management alone starts at £4,500+ for this initial period. Further agreed monthly fees follow.
03	Project payments	Project payment stages, duration, future billing, renewal, cancellation and refunds are agreed in writing for the engagement.
04	External costs & VAT	Advertising spend, production, setup, hosting, licences and paid integrations are additional where required and quoted in advance. Kajar is not currently VAT registered; no VAT is added to its fees. External suppliers may charge VAT.

This prospectus introduces the practice and indicative fees. Engagements are governed by separately agreed written terms.

Venture partnerships.

*Expertise and capital,
invested in the business.*

01 / SERVICES FOR EQUITY

Expertise as an investment.

An agreed programme of consultancy, marketing, design or engineering in exchange for an agreed shareholding. The contribution, scope and ownership terms are considered together.

02 / CAPITAL FOR GROWTH

Capital with a commercial purpose.

The potential investment of Kajar's own capital into marketing and growth, alongside the expertise to define and deliver the programme. The structure is considered individually with the business.

Subject to fit, due diligence and separate agreements. No funding, shareholding or valuation is committed by this prospectus.



Exceptional,
by design.

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