

proxima

Your partner in sustainable business growth

Let's grow your
business together!





MISSION

At Proxima we believe that every company that does business “for the greater good” deserves a fair chance to thrive.



VISION

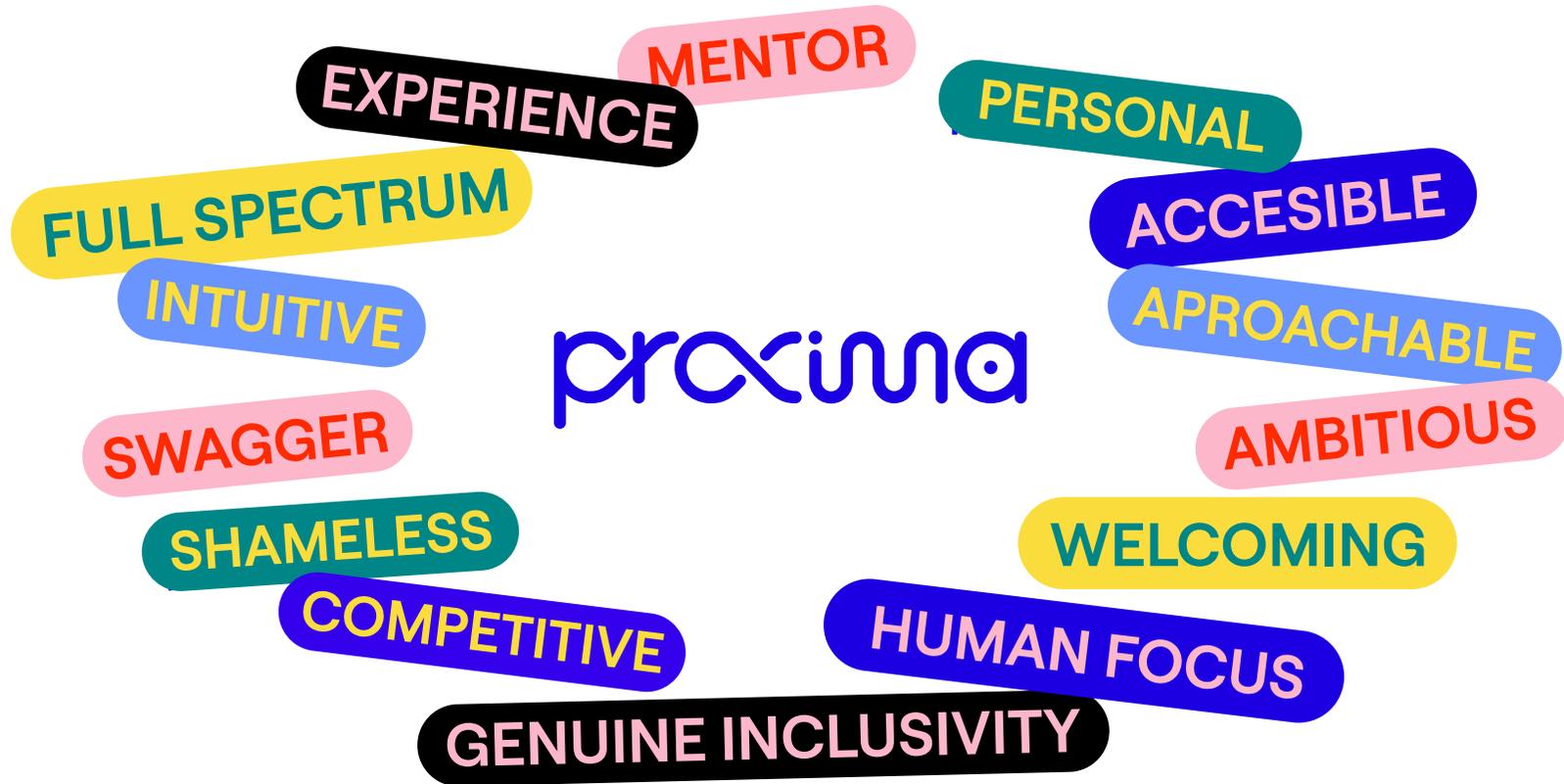
Purpose-driven entrepreneurship is the basis for sustainable growth. This purpose forms the core of the company's DNA and must be continuously communicated and monitored internally and externally.

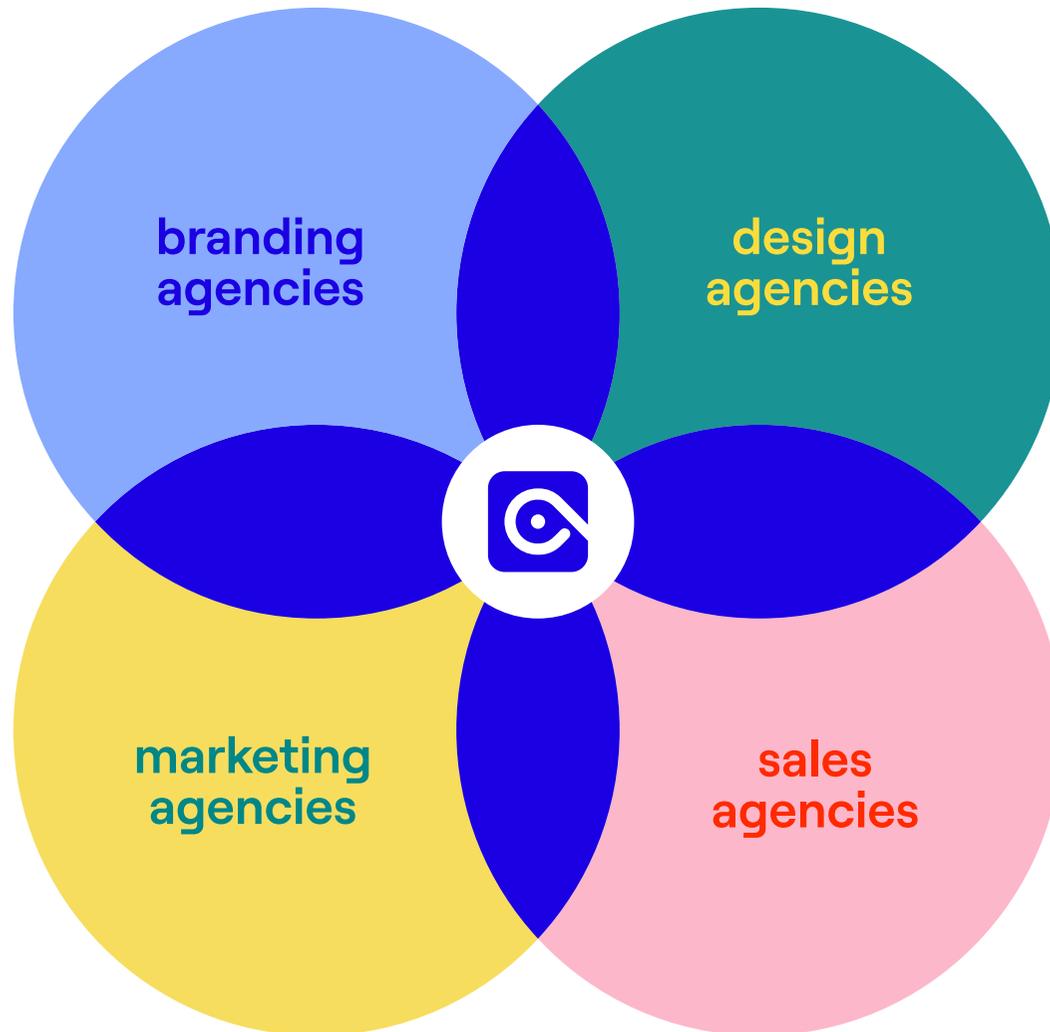


DOELSTELLING

Help Scale-ups that put **purpose** above profit, to become profitable.

Proxima offers strategic guidance, expert insights and tailored processes to help businesses thrive. From strengthening the branding and optimizing design to determining effective marketing strategies and maximizing sales opportunities.







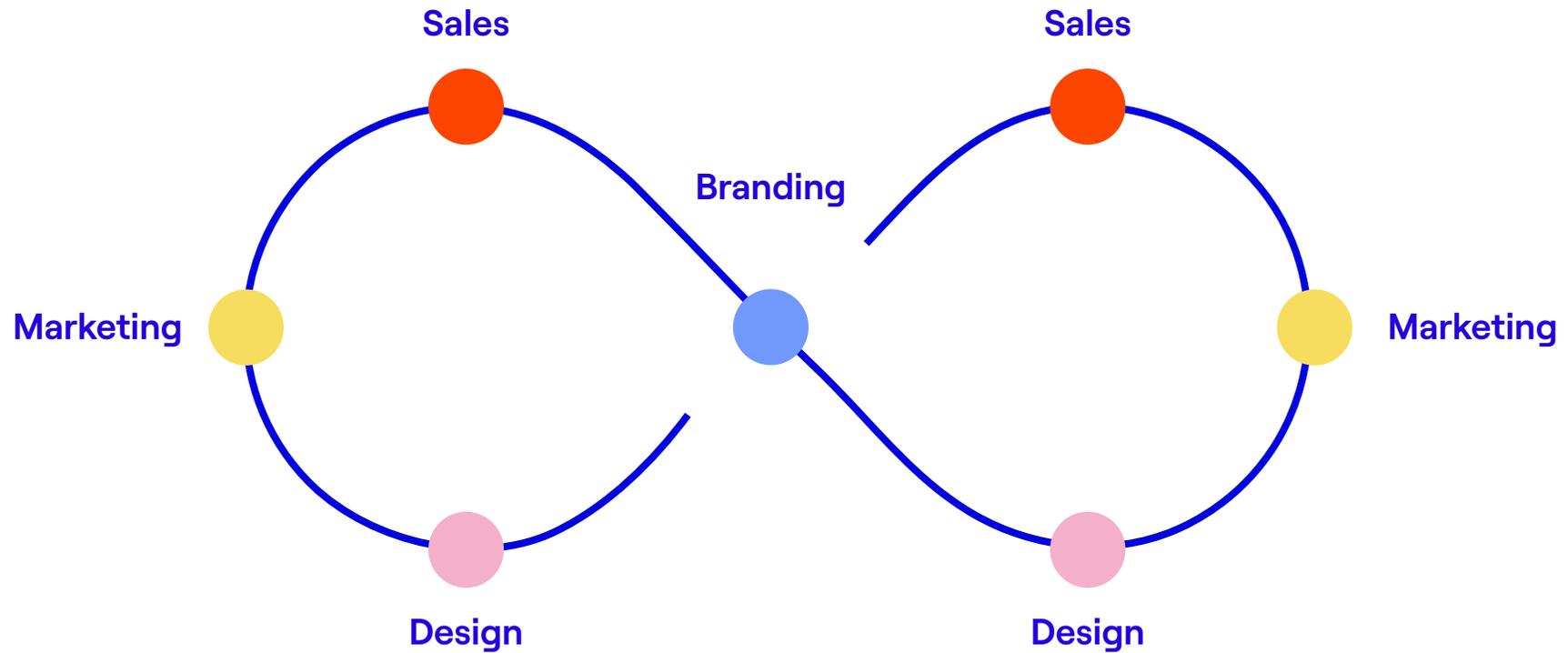
Proxima: a unique combination of branding, design, marketing and sales.

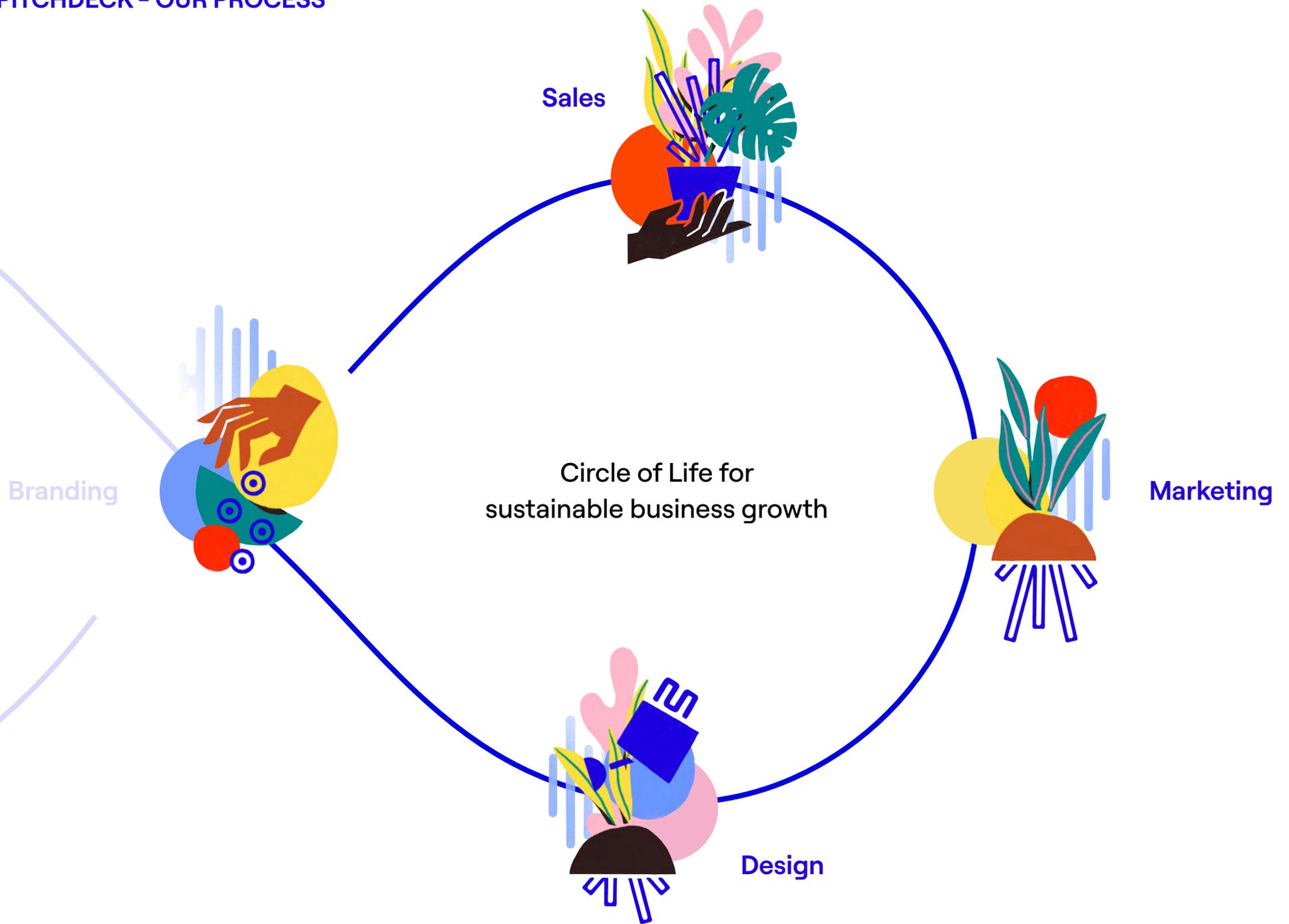
For sustainable and stable business growth, you need a good breeding ground and a clear mission and vision. You can see this as the growth support base. The most optimal way to grow, is to ensure that all these departments are aligned. So: everyone is on the same page with the same starting point and the same end-goal. In this way, we implement continuous coherence and mutual communication between Branding, Design, Marketing and Sales within your organization. We do this with the help of our own developed method in which we let these 4 disciplines work together better in order to continue to actively promote the company's core values internally and externally.

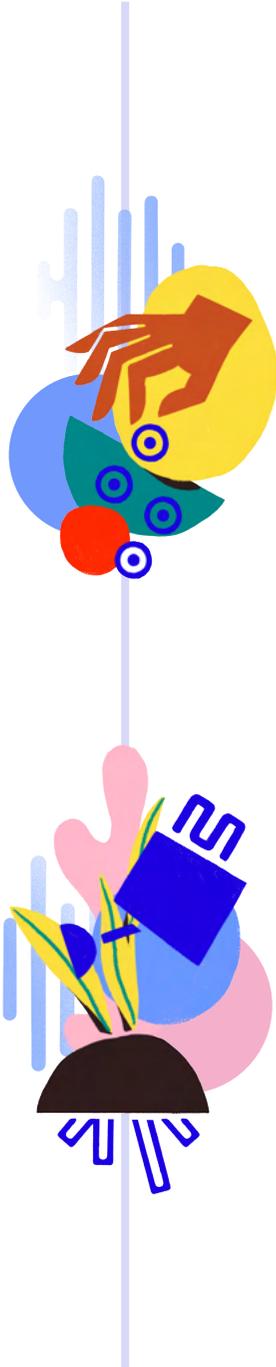
Our competitors often focus only on branding, design, marketing or sales, but it is the bigger picture, the broad view that makes us unique. Only when all 4 disciplines within a company work together optimally with each other, the perfect growth flow is created. Together with you, we create a creative and strategic growth plan and implement this together with you and/or your team at a tactical and operational level.



Cycle of sustainable business growth







1. Planting the seeds to success.

Everything starts with the origin story; the story of how, why and where something once began. Every entrepreneur has multiple ideas that stem from a unique origin. Every idea is like a seed that can be planted, but only the seed that falls into fertile soil grows into success. Where are you now and where are you going? Recording and putting down your origin story makes it shareable, transferable and is essential to achieve your end goal in a sustainable way.

2. Nurturing your creation

But to grow it is important that you plant the idea in the right place. Choosing where to plant your ideas and in what soil is crucial to allowing them to fully blossom.



3. Growing & Flowing

Next, we determine what nourishment it needs to make your creation flourish. Like the best people, partners and methods to work with. Employees and parties who understand your idea, support it and want to contribute something for the greater good: these are your ambassadors.



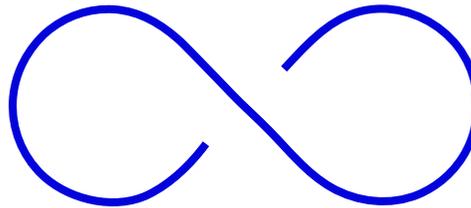
4. Harvesting

The ideal harvest is the result of all the previous steps. When you have completed them well and the timing is right, it is time to reap the rewards. During the harvest it is important to also look ahead: "eat only what you need, store for more!"



Antonio v.d. Zouwen
Founder, Marketing & Sales

Antonio, with over 10 years of experience in business development, is specialized in identifying opportunities to make your company profitable. According to him, every company that does business “for the greater good” deserves a fair chance in the competitive market of multinationals and their disproportionate budgets. His skill to make a company scalable helps organizations and brands grow and stimulate profitability.



With over 12 years of experience as a branding and design specialist, **Nina** has worked with a wide range of organizations and people, such as retail and hospitality companies, fashion labels, education and cultural organizations. To help her clients understand the branding process even better and to think more as a brand strategist, she developed branding sessions and exercises that formed the basis for her creative studio for years to support start-ups and scale-ups and help them to create a meaningful brand. In the meantime, in collaboration with Antonio, Proxima emerged from this and through her own vision and mission she shares her method for everyone who wants to build, grow or strengthen their organization.



Nina Quax
Brand Specialist



Who we like to work for?



Albron



HAYS Recruiting experts
worldwide

DE KOFFIE
JONGENS

dyson



SHERATON
EST 1937

ECORUS 

aphy.

nuovo
scholen

upinion 

Let's grow your business together!

Tel +31 6 45614826
antonio@proxima.com

Tussen de bogen 27
1013 JB Amsterdam

