



S H O D O

B U S I N E S S S O L U T I O N S

*Crafting Brands.
Building People.*

W W W . S H O D O B I Z . C O M

Every Great Business Begins With Purpose.

At Shodo Business Solutions, we believe that meaningful growth is born from clarity, creativity and the right people. We partner with organizations to build powerful brands, strengthen their teams and create strategies that deliver lasting impact.

WE COMBINE STRATEGIC THINKING,
CREATIVE EXCELLENCE AND PEOPLE
EXPERTISE TO TURN AMBITION
INTO ACHIEVEMENT.

Who We Are

Shodo Business Solutions (Pvt) Ltd is an integrated business solutions company specializing in Marketing and Human Resource solutions.

Established in 2022, we bring together creativity, strategy and people expertise to help organizations build powerful brands, attract and develop exceptional talent, and achieve sustainable growth.

With over two decades of combined industry experience, our team partners with businesses of all sizes—from startups to established enterprises—to transform challenges into opportunities and strategies into measurable success.

“

Inspired by the Japanese art of purposeful calligraphy, we craft business solutions that leave a lasting impression.



PURPOSE

We work with intention and clarity to create meaningful impact.



STRATEGY

We develop solutions that are insight-driven and results-oriented.



PEOPLE

We believe people are the heartbeat of every successful organization.



PERFORMANCE

We measure success by the growth we create for our clients.

Our Journey. Our Purpose.

From a simple belief to a growing impact—our journey is built on purpose, people and performance. We continue to evolve, innovate and create meaningful solutions for businesses every day.



2022

THE BEGINNING

Shodo Business Solutions was founded with a clear vision—to provide integrated Marketing and HR solutions that help businesses grow with purpose.



2023

BUILDING FOUNDATIONS

We built our core team of experts and established strong processes to deliver strategic, creative and people-focused solutions.



2024

EXPANDING IMPACT

We partnered with organizations across diverse industries, delivering high-impact campaigns and talent solutions that drive measurable results.



2025

GROWING TOGETHER

Our reach, expertise and client partnerships continue to grow—empowering more businesses to build brands, develop people and achieve sustainable success.



FUTURE

THE FUTURE AHEAD

We remain committed to innovation, excellence and creating long-term value as we continue the journey of impact and transformation.

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Every step we take is guided by our belief that when brands grow and people thrive, businesses create a better future.

ONE PURPOSE.
MANY PARTNERSHIPS.
ENDLESS POSSIBILITIES.

書道
SHODŌ

THE WAY OF PURPOSEFUL CREATION

In Japanese, Shodō (the way of writing) is the art of beautiful writing — where every brushstroke is intentional, every movement is mindful, and every creation leaves a lasting mark.

We believe great business is an art.

It requires vision, strategy and people working in harmony to create something meaningful.

At Shodo Business Solutions, we bring this philosophy to life—combining creativity with clarity, people with purpose, and ideas with execution.

Every solution we craft is designed to create balance, inspire growth and deliver impact that endures.



INTENTION

We start with purpose and design with intention.



PRECISION

We pay attention to detail and execute with excellence.



BALANCE

We create harmony between brands, people and business goals.



IMPACT

We deliver solutions that leave a lasting impression and drive real results.

書道

Our Direction. Our Promise.

Guided by a clear **vision** and **mission**,
driven by **values** that shape everything we do.



VISION

To be the trusted partner for
business growth through innovative
marketing and people solutions.



MISSION

To deliver integrated marketing
and human resource solutions
that strengthen brands, empower people,
and create sustainable business success
through strategy, innovation,
and collaboration.



VALUES



EXCELLENCE
We deliver outstanding
quality and
measurable results.



INTEGRITY
We act with honesty,
transparency and
accountability.



INNOVATION
We embrace creativity
and forward-thinking
solutions.



COLLABORATION
We believe great outcomes
come from strong
partnerships.



PEOPLE-CENTRIC
We value people and
empower them to
reach their full potential.



IMPACT
We create sustainable
value and drive
long-term success.

Integrated Solutions. Real Impact.

We combine marketing expertise and people solutions to help businesses build stronger brands, empowered teams and sustainable growth — all under one roof.



MARKETING SOLUTIONS

- Brand Strategy & Positioning
- Corporate Branding
- Digital Marketing
- Social Media Management
- Creative Design
- Content Creation
- Website Development
- Photography & Videography
- Advertising Campaigns
- Media Buying
- Public Relations
- Event Marketing
- Influencer Marketing
- SEO & Performance Marketing
- Marketing Consultancy



HUMAN RESOURCE SOLUTIONS

- Executive Search
- Recruitment
- Talent Acquisition
- Employer Branding
- HR Consultancy
- Performance Management
- Employee Engagement
- Training & Development
- HR Policy Development
- Payroll Support
- Organizational Development
- Leadership Development
- HR Outsourcing
- Workforce Planning



ONE PARTNER

All the solutions you need, under one trusted partner.



TAILORED APPROACH

Strategies customized for your business goals.



MEASURABLE RESULTS

Data-driven solutions that deliver real impact.



EXPERT TEAM

Experienced professionals passionate about your success.



LONG TERM PARTNERSHIP

We grow with you, every step of the way.

**STRATEGY + PEOPLE
PERFORMANCE.**

Our Process. Your Success.

We follow a simple yet powerful process
that transforms ideas into impact.
Every step is intentional, every detail
is crafted with purpose.

STRATEGIC THINKING.
MEANINGFUL RESULTS.



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DISCOVER

We listen, research and
understand your business,
challenges and goals.

PLAN

We analyse insights and
develop a tailored strategy
designed for impact.

CREATE

Our team brings ideas
to life with creativity,
precision and purpose.

IMPLEMENT

We execute seamlessly
with attention to detail
and on-time delivery.

MEASURE

We track performance
and evaluate results
that matter.

GROW

We optimize continuously
to help your business
evolve and grow.

DISCOVER. PLAN. CREATE. IMPLEMENT. MEASURE. GROW.

Marketing that Moves. Brands that Matter.

We craft powerful marketing solutions that elevate your brand, engage your audience and drive meaningful growth.

From strategy to execution, every idea is designed to make an impact.

CREATIVE MINDS. STRATEGIC THINKING. REAL RESULTS.

We blend creativity with data, strategy with storytelling, and ideas with execution to deliver marketing that creates lasting value.



BRAND STRATEGY

Defining your purpose, positioning and promise.



CREATIVE CAMPAIGNS

Ideas that inspire, engage and drive action.



DIGITAL MARKETING

Data-driven strategies that build visibility and growth.



CONTENT CREATION

Compelling content that tells your brand story.



MEDIA PLANNING

Smart placement.
Maximum reach.
Measurable impact.



PUBLIC RELATIONS

Building trust, credibility and strong brand reputation.



SOCIAL MEDIA

Engaging communities.
Driving conversations.



WEB DEVELOPMENT

Digital experiences that perform and convert.



PHOTOGRAPHY

Visual storytelling that captures your essence.

People First. Performance Always.

Our HR solutions are designed to empower organizations through their greatest asset—their people. We build engaged teams, strong cultures and future-ready workplaces.



RECRUITMENT

Attracting the right talent through smart sourcing, employer branding and seamless hiring.



TRAINING

Building skills and capabilities through customized training and development programs.



POLICIES

Creating clear, compliant and people-centric policies that safeguard your organization and its culture.



EMPLOYER BRANDING

Strengthening your reputation as an employer of choice to attract and retain top talent.



TALENT DEVELOPMENT

Nurturing potential, building leadership pipelines and preparing your people for what's next.



HR OUTSOURCING

Streamlining HR operations with expert support so you can focus on your core business.



PERFORMANCE MANAGEMENT

Driving accountability and continuous improvement through effective performance systems.



EMPLOYEE ENGAGEMENT

Creating a culture where people feel valued, motivated and empowered to achieve more.

RIGHT PEOPLE.
RIGHT CULTURE.
RIGHT RESULTS.

Why Choose Shodo.

We go beyond traditional consulting — delivering business solutions that create real impact and lasting value.



INTEGRATED SOLUTIONS

We offer end-to-end solutions that address every aspect of your business.



TAILOR-MADE STRATEGIES

We craft customized strategies that align with your unique goals and challenges.



EXPERIENCED CONSULTANTS

Our consultants bring deep industry expertise and hands-on experience to every engagement.



CREATIVE THINKING

We challenge the norm and bring innovative ideas that open new possibilities.



RESULTS DRIVEN

We focus on measurable outcomes that drive growth, performance and long-term success.



LONG-TERM PARTNERSHIPS

We build trust, collaborate closely and grow with you every step of the way.



“
We don't
sell services.
We build
partnerships.
”

At Shodo, we believe the best outcomes
come from trust, collaboration and a
shared commitment to your success.



Industries We Empower.

We partner with organizations across diverse industries, delivering customized solutions that drive growth, innovation and impact.



HOSPITALITY

Creating memorable experiences that inspire.



HEALTHCARE

Improving lives through compassionate and smart solutions.



RETAIL

Enhancing customer experiences and driving growth.



FINANCE

Delivering clarity, security and sustainable financial success.



EDUCATION

Empowering minds and building a brighter future.



CONSTRUCTION

Building foundations for a stronger tomorrow.



MANUFACTURING

Optimizing operations and driving industrial excellence.



TECHNOLOGY

Innovating today for a connected and smarter world.



SMEs

Supporting businesses to scale and succeed.



GOVERNMENT

Enabling efficient services and community development.



NGOS

Creating positive change and empowering communities.



PROFESSIONAL SERVICES

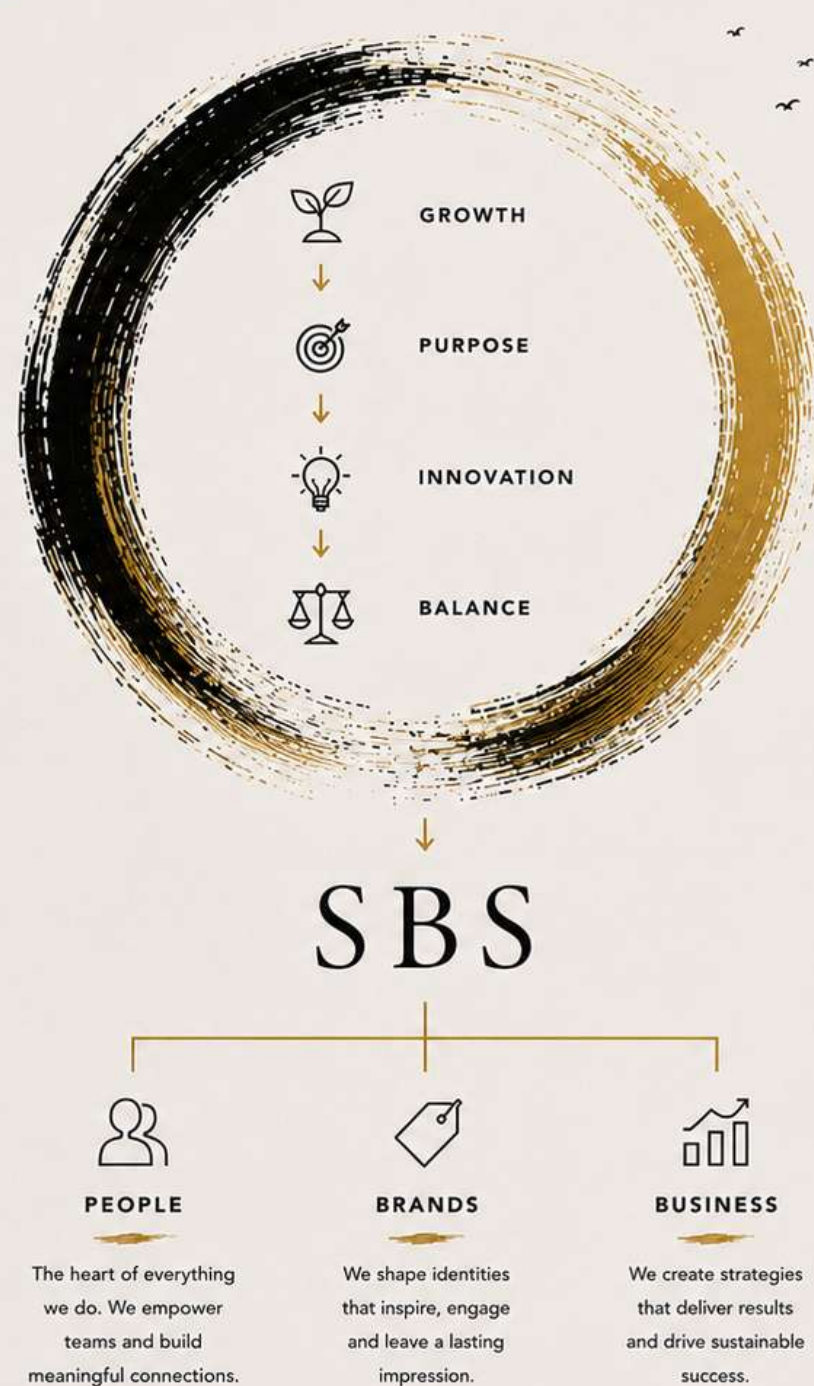
Providing expertise that drives results and trust.

More than strokes. A philosophy.

At SBS, every brushstroke is intentional. Inspired by the Japanese art of Shodo—where every stroke carries meaning—we believe great marketing is both an art and a strategy.

Our name reflects our belief that when purpose, creativity and insight come together, they create visible impact and lasting value.

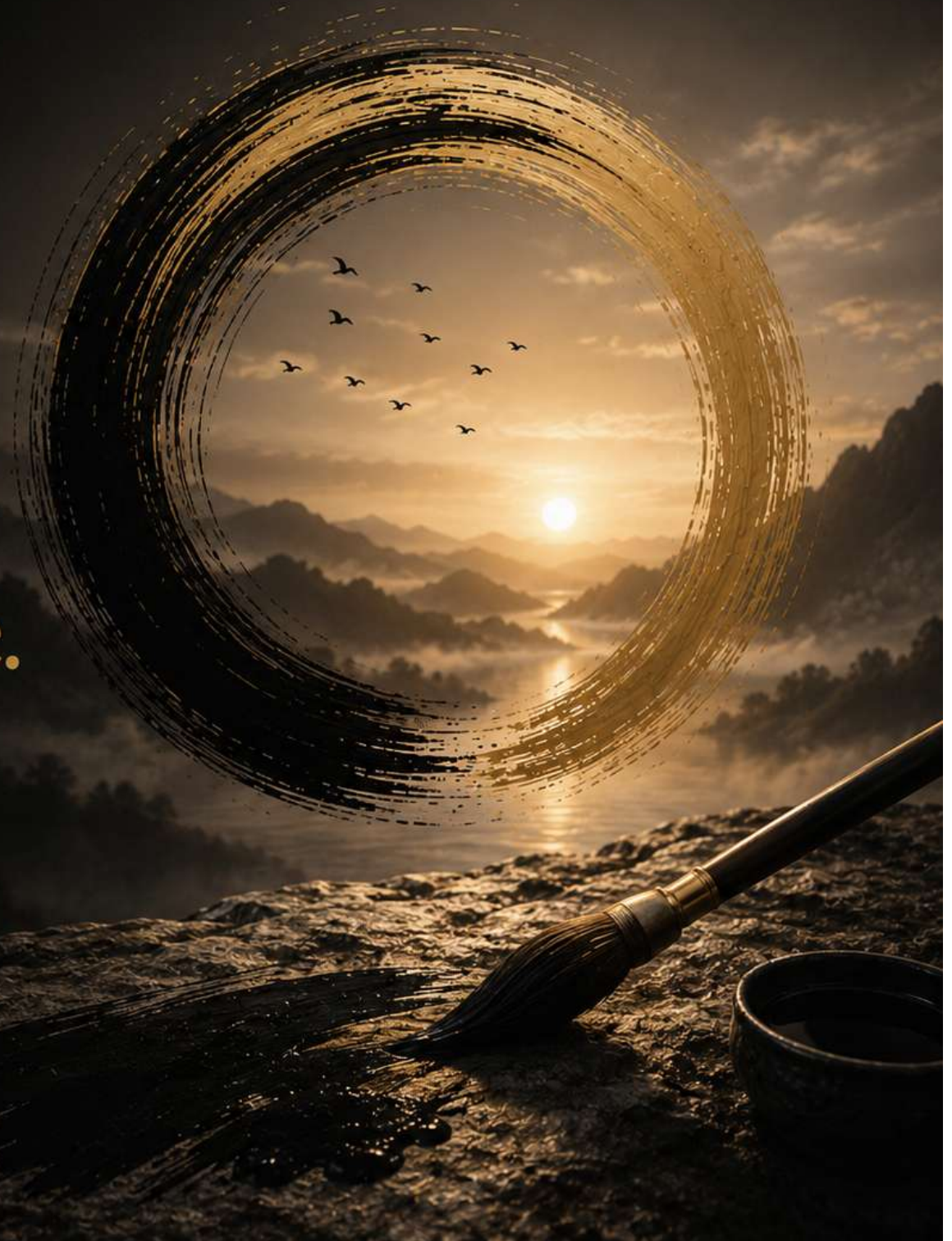
SBS is where ideas take shape, brands find voice, and businesses move forward with clarity and confidence.



Every
masterpiece
begins with a
single brushstroke.



Let's create yours.





SHODO
BUSINESS SOLUTIONS

*Crafting Brands.
Building People.*



OFFICE

279/3A, Thalawathugoda Road,
Kotte, Sri Lanka



TELEPHONE

0773 899 999 / 0776 098 440



EMAIL

contact@shodobiz.com



WEBSITE

www.shodobiz.com



REGISTRATION

PV00263315



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