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Baker & Associates, Inc. to Assist Douglas Company with Image and Positioning

Douglas Company has selected Baker & Associates, Inc., a local marketing consulting, advertising and public relations firm, to assist them with an image and positioning campaign. Douglas Company, located in Aynor, SC, revitalizes communities into affordable housing developments for senior citizens and low-income households. Baker & Associates, Inc. has been brought on board to handle all public relations for new developments, create a brochure for the company with inserts, update and redesign their website, and design a CD with pertinent company information. The Douglas Company is in the process of developing many new communities in the Charleston area – as well as other areas – and feels that Baker & Associates can help them build a niche in the market.

The Douglas Company has, for the last 25 years, had a special focus on providing affordable housing for communities. Through this focus they have attained an unprecedented level of expertise in the market. Their mission is to build attractive, functional, secure, and affordable apartment homes while revitalizing and managing the location so that it always remains in harmony with its neighbors.

Charles H. Baker, a graduate of The Citadel, The Military College of South Carolina, founded Baker & Associates, Inc. in 1986. It consists of a group of proven and experienced freelance personnel with a mix of local, regional, and national account knowledge. With a wide range of clients such as Porta-Nails, Inc, Banks Construction, Dunes Properties, Ainsdale Park, The Citadel, Atlanta Cardiac and Thoracic Surgical Associates, LLC and many others, Baker & Associates, Inc. remains a strong force in the Southeast for marketing consulting, advertising and public relations.

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