**Website Design Questionnaire**

**Congratulations** on choosing KCIC, to lead your online presence and build your website! We are going to work together to create for you a website that fits into the following template:

To get started, we would like to learn about your company and gather some information to best determine the approach that will be best for your web strategy. **Only attempt questions that best suit your scenario.**

**Client Contact Information**

Note: This information is for contact purposes only and will be kept private.

**Your current website URL, if available or provide us with new domain name which you are intending us to register: (Please suggest multiple domains please list all of them so that we can suggest to you the ones which are available)**

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| --- |
| http://www.moranpremierfeeds.com |
| http://www.moranfeeds.com |
| http://www.morananimalfeeds.com |
| http://www.agrohebancoltd.com |
| http://www.agrohebanltd.com |

**Suggest email addresses that we can create for you {if you currently have none}**

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| Eg: [info@yourdomain.com](mailto:info@yourdomain.com), sales@... etc |

**Do you have a corporate visual identity, i.e: logo, social media banners etc.? (If so, please provide samples)**

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| Attach your logo file as you are sending this form… |

**Your Company Full Name and locally known as:**

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| Company Name: Agroheban Co Ltd Operating as Moran Premier feeds |
| Vision: To maintain constant supply of both quality and affordable animal feeds in the aim of increasing livestock production and therefore impacting on agricultural economic sector as well as food security. |
| Mission: To introduce conventional and newly researched on non-conventional feed resources in both ruminants and non -ruminants and enhance on effective production with the available natural resources. |
| Core values/Goals:   1. To formulate different animal species feed rations for different farmers depending on their specific animal requirements. 2. To create employment opportunities especially for the youths. 3. To generate income through maximization of profits and become a sustainable business. 4. To create a stable animal feeds company that meets the livestock nutritional needs in the society |
| Testimonials *(Include caption, name, location/company and passport photo)*: |
| Partners *(Include their logos):* |

**Purpose & Visual Identity:** Developing a strategy based on your goals and brand.

**Provide a brief statement about your company profile (Kindly note this you can attach your company profile if you have)**

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| What the company does:   1. Developing and selling animal feeds raw materials 2. Formulating and selling quality animal feeds 3. Providing extension services to livestock farmers |
| Brief history:  Agroheban Co Ltd was established in January 2021 and operates under the brand Moran Premier Feeds. The Company was started with the aim of providing quality and affordable feeds for feeds for farmers. At the same time the company provides extension services for farmers in the area. In doing so the company has formulated high quality poultry feeds suitable for chicken, dairy, beef and pigs. The company endeavors to continue providing these services for farmers in Laikipia and the neighboring counties with an aim of increasing livestock production. |
| Team *(Include their positions and passport photos)*:   1. Elias Njoroge - General Manager 2. Beatrice Njagi - CEO 3. Beth Gatunga – Operations and sales person |

**What products or services do you offer now and will you offer in the future? (Kindly note this you can attach a catalogue)**

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| List the products and include their photos and brief description.   1. Dairy Meal 2. Kienyeji Chick Mash 3. Kienyeji Growers Mash 4. Kienyeji Layers Mash 5. Sow and weaner Mash 6. Pig Finishing Mash |

**Do you have a Photo Gallery?**

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| Please Attach your photo gallery images as you are sending this form. |

**Downloads and Resources: will you offer some downloads (pdf, word, forms) for clients to download from the website?**

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| Please Attach any downloads you want people to download as you are sending this form.  Current price lists will be attached in pdf format |

**Social Media: Do you have existing Social Media Accounts? Give urls or names, Suggest names.**

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| --- |
| Please provide here the links of the social media links you have or Leave blank if you don’t need social media (Facebook, Twitter etc)  agroheban@gmail.com |

**Will this site use existing videos?**

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| Please provide here the links to the videos you may have. |

**Primary contact Person:**

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| --- |
| Name: Elias Njoroge |
| Email ID: agroheban@gmail.com |
| Phone Number: 0716268111 |

**The Competition**

We want to help you to reach more of your competition.

**Who are your main competitors? If possible, please provide their URLs or Names.**

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| **http://www.** |
| **http://www.** |
| **http://www.** |
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**Any other instructions or notes that you would like to pass on to us.**

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Thank you for completing this questionnaire. Please send this document as an email attachment, logo, photos to be used on the website you may have and downloads to moses.kimemia@kcicconsulting.org.