

Cutthroat Cookies

What we believe in

Cutthroat Cookies was created for people who are afraid to hurt other's feelings and are also done sacrificing their time, energy, and happiness trying to spare feelings. It gives a sweet, but a little condesending, alternative to straight up telling that speacial someone that brutal message you've been putting off given in the form of a cute, pink sugar cookie.

As a company, we value

1. Your voice
2. Your Courage
3. Finding Humor in even stressful situations

As previously stated, cutthroat cookies is meant to give you a voice, even when you are too nervous to speak up. It's much less emotionally taxing to simply hand someone a cookie, than to tell them what's on your mind.

4. Efficiency

We want you to be able to make your statement on your terms and on your time.

5. Craftmanship

We want you to be confident in your statement, even if its on a cookie.

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Our Ideal Customer

While cutthroat cookies is for everyone, our ratio of gender is 80% female to 20% male. Our customers are usually in their late twenties to early fifties.

Name:	Shanon	Sharon	Karen	Blaire	Damien
Gender:	Female	Female	Female	Female	Male
Age:	28	49	56	39	42
Salary:	\$34,000	\$68,000	43,000	39,000	\$51,000
Reason for Purchase:	Dropping out	Breakup	Death	Telling son he's adopted	Divorce

Our Promise

Cutthroat Cookies promises to give you a quickly delivered, well done cookie that will deliver news to the recipient in an honest but comical way.

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CC Webpage

On our webpage, Cutthroat Cookie customers will be able to browse products, contact us, and make purchases. They will have default messages to choose from. Whether it's serving your significant other's divorce papers, informing your parents that you flunked out of school, or telling your kid's that grandma died, cutthroat cookies has a wide range of options to choose from. If your situation is unique, you can also create a custom message.

Our interface will work similarly to Sole Shoes, when you click an image, amounts will appear.

Design of site

Typeface and Fonts

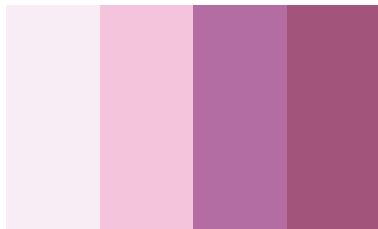
Futura Medium

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Pallet



Logo

