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### **CMU FooDe Logo**

**Slogan:** *Eat, learn, repeat – satisfy your study munchies with CMU FooDe!~*

### **Brand Voice: Witty/Humorous Voice**

We have seen many businesses on social media present themselves using puns, memes, and funny trends to attract user interaction and garner an audience. Also, since a large part of our target market consists of students, we intend to center our brand around wordplay, jokes, and trends to attract customers to use our services.

### **CMU FooDe**

#### **Brand Values:**

**Convenient** - CMU FooDe aims to be a convenient platform and service for the Central Mindanao University Community (Students, Faculty, Residents, and etc.)

**Fast Delivery** - CMU FooDe aims to deliver your food as fast as we can to keep your food hot and not keep our customers hungry.

**Affordable** - CMU FooDe aims to be affordable for all customers, so that no customer would be unable to afford our service. We aim to make our services as accessible for everyone.

**Reliable** - CMU FooDe aims to deliver your food to you without issues. Your food will be delivered to you complete, whole, and clean.

#### **Mission**

CMU FooDe is committed to satisfying the needs of its customers by providing reliable and convenient delivery services, and continuously enhancing the experience of its customers. CMU FooDe is here to simplify buying food, be it a meal or a snack, we are here to make it convenient for you. We aim to provide everyone within CMU a meal even when they are busy!