

## Unit 5: Project

*Who will visit your site?*

Managers of stables, equestrian events organisers (focusing on Polo and Racing), and retailers.

*Who are your competitors in similar industries?*

Here's just a few:

<http://www.nutrenaworld.com/>

<http://www.baileyshorsefeeds.co.uk/>

<http://www.spillers-feeds.com/>

<http://www.bluechipfeed.com/>

*What can make you and/or your product stand out against your competitors?*

The competitor's sites are quite cluttered most of the time, so clean design that provides all necessary information will stand out. The brand emphasis is on quality of the raw materials (grains) and no unnecessary additives.

*How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?*

As a new brand coming into a saturated market we need to gain trust, so professional tone is essential, at the same time we need to seem approachable and friendly.

*What colors represent your business?*

Green and brown seem to be the colour of choice in the industry. But I would focus on lighter, warm colour in combination with greys.

This could be an example (but doesn't have to be exactly like it):

#FFF2E7	#D0CABF	#B9B1A8	#DE8642	#4B4D52

What images illustrate your message?



## **Content**

### **Home Page**

Introducing the company

- Header: logo and navigation
- Image
- Body: about the company text
- Footer: Copyright Graise Ltd 2015

### **Our Products**

Details about company products

- Header: logo and navigation
- Body: page divided into 4 columns, each describing a product
- Footer: Copyright Graise Ltd 2015

### **Contact**

Contact details

- Header: logo and navigation
- Body: contact details
- Footer: Copyright Graise Ltd 2015