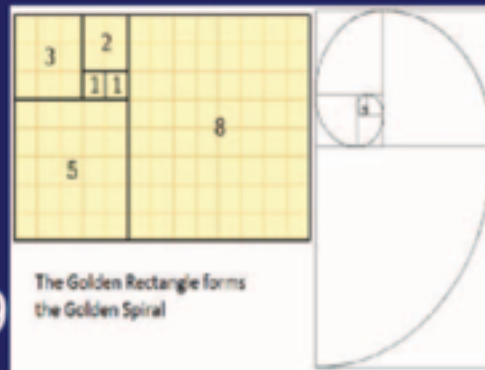


# Golden Ratio Is The Best

Golden  
ratio

=

1.61803399



In mathematics, two quantities are in the golden ratio if their ratio is the same as the ratio of their sum to the larger of the two quantities. The figure on the top illustrates the geometric relationship.

As with pi (the ratio of the circumference of a circle to its diameter), the digits go on and on, theoretically into infinity. Phi is usually rounded off to 1.618. This number has been discovered and rediscovered many times, which is why it has so many names — the Golden mean, the Golden section, divine proportion, etc. Historically, the number can be seen in the architecture of many ancient creations, like the Great Pyramids and the Parthenon, ratio.

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## Putting the squawk in squawklet

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

### Competitors

#### Brands

Nestle and Hersheys

#### Strengths

Hersheys: Hershey has grown from one product one plant to a \$4 billion company with various quality chocolates. They employ around 16,000 employees. Nestle: Nestle is world renowned, and they do individual branding for all the items they offer. They also have a large workforce.

#### Weaknesses

Hershey's Global market share is very low, around 10%, and they have very few multinational distributions. Nestle has had legal and consumer issues. They had a huge baby formula boycott. They also have many items they are known for, and having so many separate brands can cause problems.



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**REGISTER NOW**

I designed this website with simplicity in mind! I also made sure that my register now button was emphasized and used four of the design principles. Encapsulation, by ensuring the register now button was in a shape. I used two downwards arrows as directional cues. I also used whitespace to give the user a delightful experience and lastly, urgency by saying the market is hot, and houses are going fast.

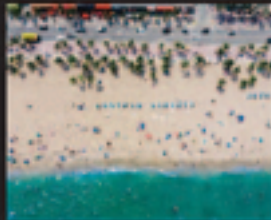
Click to close this tab; Option-click to close all tabs except this one

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