

BOUNTIFUL FOODS

ABILOYE IYANUOLUWA

WDD 230 - FINAL PROJECT

OVERVIEW

PURPOSE

- Fruit farming provides foreign exchange through the export on wine produced from fruits It provides employment to many people It provides raw materials for fruit canning and processing industries, we have considered all the requirements for starting a fruit farming business. We also took it further by analyzing and drafting a sample fruit farming marketing plan template backed up by actionable guerrilla marketing ideas for fruit farming companies. So let's proceed to the business planning section.

AUDIENCE

Both consumers and businesses can fit the target market for our small farm fruit and vegetable store. Consumers looking to make fruits juice for their families or prepare for parties can shop for products in your store. A large restaurant or an eatery that's a part of a chain or franchise may not purchase goods from our store, but a local deli, coffee house, or smoothie shop may purchase fruits and vegetables they can add to the foods and drinks on their menus. Whether you are a working class person, a business executive, a teacher, or a student, you can always check by for a fresh fruits juice. Trade customers like retail outlets and online food specialists who want to sell our products. Members of the public could contact our bakery's customer service line or purchase from your mobile app. Many of these people may be residents looking for a fresh fruits.

BRANDING

WEBSITE LOGO



STYLE GUIDE

COLOR PALETTE

Palette URL: <https://coolers.co/palette/001524-15616d-ffecd1-ff7d00-78290f>

Site header

[#001524]

Primary Nav

[#15616d]

Footer

[#ffecd1]

Paragraph Text

[#78290f]

TYPOGRAPHY

HEADING FONT: ALKATRA

PARAGRAPH FONT: MUKTA

NORMAL PARAGRAPH EXAMPLE

For occasional news, tasty treats and random acts of kindness (such as 10% off your first order). We promise not to be bothersome.

COLORLED PARAGRAPH EXAMPLE

We are inspired by the time-honoured craft and magic of farming. It takes us to a place of childhood joy. The stuff of Bountiful fruit stories familiar, warm and wonderful. We love working with high-quality crops from the earth. We love the craft. We love our community. We also do not think premium-quality fruits products should cost the earth. That is why we are doing everything we can to minimise our environmental impact, from our packaging to our processes.

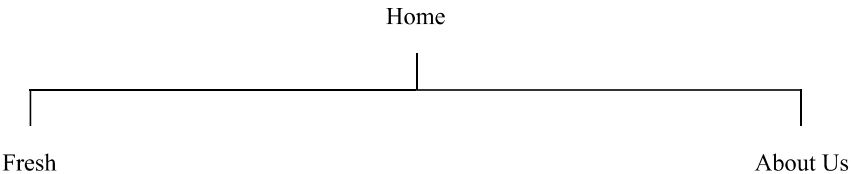
NAVIGATION

Home

Fresh

About Us

SITE MAP



CONTENT

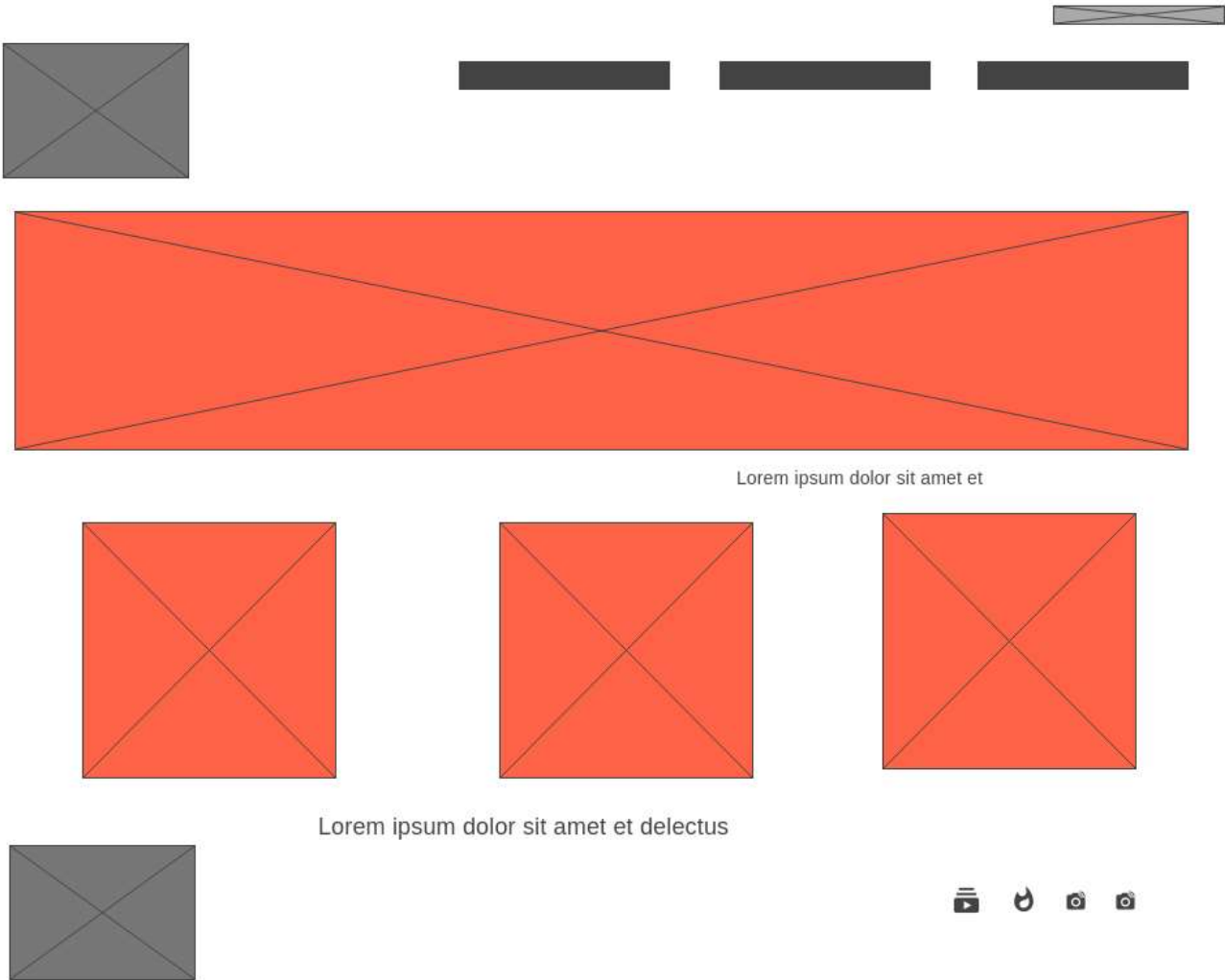
HOME PAGE

FRESH

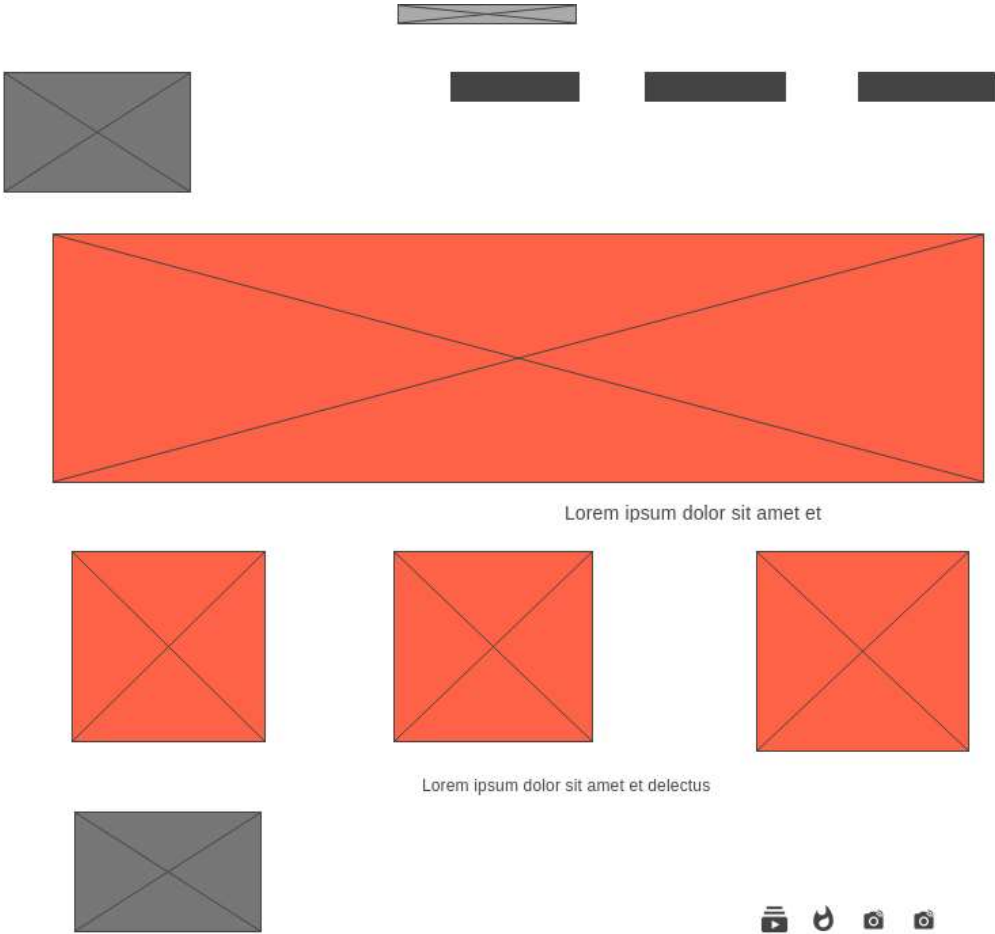
WIREFRAME

Create three wireframes for your site. One for each page and list them here

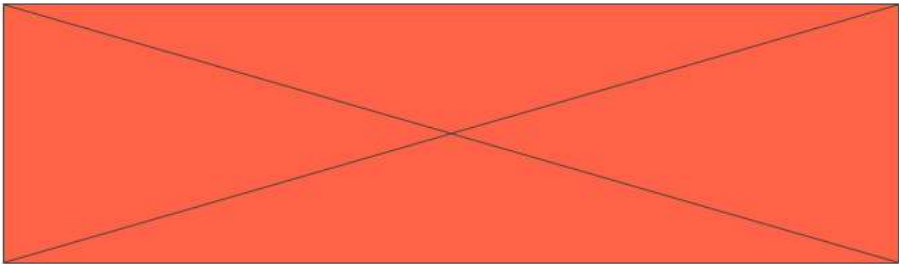
LARGE VIEW



MEDIUM VIEW

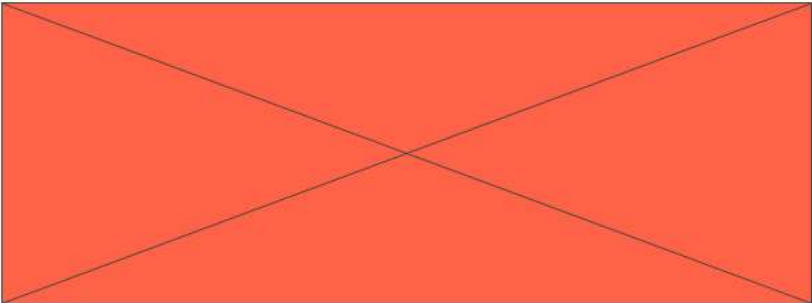


SMALL VIEW

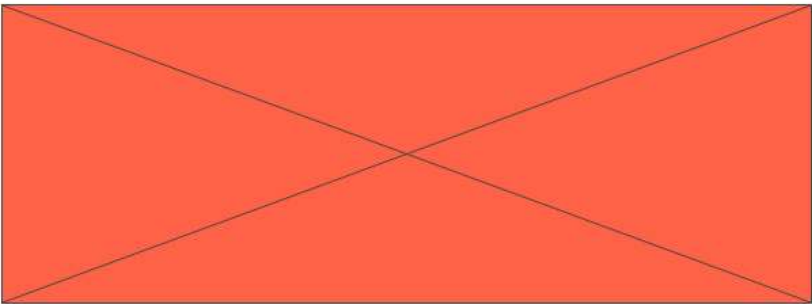


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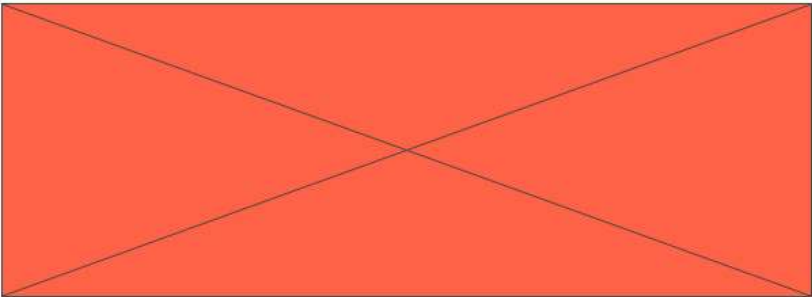
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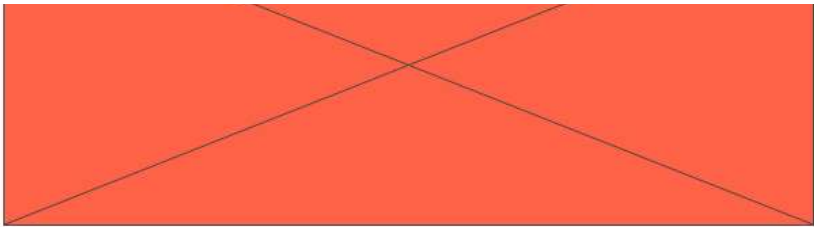


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