**Peak Training Design Brief**

**Company Profile:**

Name: Peak Training

Industry: Fitness Training

Services: Individual and group physical fitness training, branded merchandise, and wellness products

Brand Mission/Vision: To deliver services that help our customers maintain a healthy and fulfilling lifestyle through positive physical fitness activities.

**Project Overview:**

Create a multi-page website that gives company information (who, what, when, where and why) along with the ability to have individual and group (corporate) customers place orders for training sessions, merchandise and various wellness products that Peak training offers.

**Target Audience:**

The target audience is individual customers and corporations for discounted employee group plans focused on middle income working professionals aged 25 to 55.

**Goals and Objectives:**

Increase Facebook followers on the group page to 40,000

Create a twitter/instagram account

20,000 monthly unique visitors

Increase online sales by 15%

**Design Requirements:**

All company biographical and marketing content

List of services and products to be offered on the site

Company logo

Desired color scheme

Any pictures or video/media to be used for the site