Naan Mudhalvan Project report

Team No : 7
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Topic : To create Brand Name , Brand Mail , Brand Logo

1. INTRODUCTION:

1.1 OVERVIEW
O2H - Organics to home is a Organic vegetable and fruits brand where you can get organically cultivated products directly from our farm to your home.
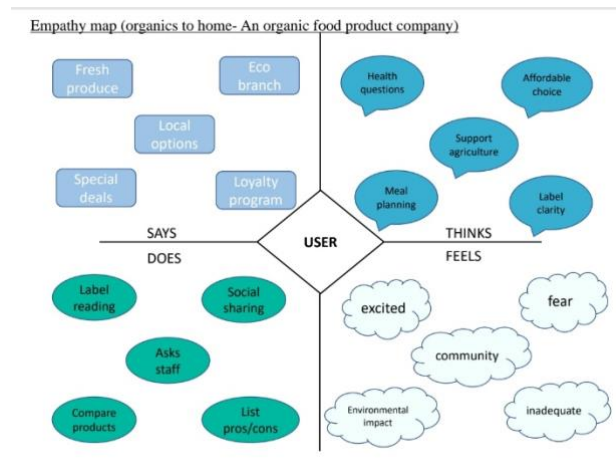
1.2 PURPOSE
Our core mission is to provide a seamless and convenient means of incorporating organic, healthy living into the daily lives of our valued customers.

To provide the society with an healthier and cost effective farm grown vegetables and fruits making the society aware of health risks that may occur due to products that are grown using chemicals and replacing them with more nutrition density products.

As we are mobile we supply products directly to the door step of our customers.   By blending sustainability, convenience, and premium quality, Organics to Home aspires to be a frontrunner in promoting sustainable and wholesome lifestyles

PROBLEM DEFINITION AND DESIGN THINKING:
1.3 EMPATHY MAP

Empathy map (organics to home- An organic food product company)

1.4 IDEATION AND BRAINSTROMING MAP

2. RESULT:

Our mission at Organics to Home is a reflection of our unwavering commitment to making a positive impact on the world. It encapsulates our purpose, values, and long-term aspirations:

- Empower Individuals for Healthier Living
- Support Local Farmers and Communities
- Promote Sustainability and Eco-Conscious Living
- Convenient Access to Premium Organic Products

3. ADVANTAGES:

- Providing the society with more healthier products.
- Affordable product prize
- Ready to use products •   Free delivery of Products.

DISADVANTAGES:

- Prone to contamination as there is no usage of Preservatives.
- Shelf life is less compared to non- organic products.

4. APPLICATION:

- used in house hold
- supplied to retail stores
- Supplied to restaurants

5. CONCLUSION:

The O2H brand has been created to develop a healthy society and it has a great welcome among people .