**Project Name**

Mandalina

**Project Idea**

We’re a modern retro pastry brand blending the best of East and West. From kunafa bites to cheesecakes, we serve up bold, fun, and unforgettable sweets made for teens and young adults. Our vibe is all about flavor, style, and a space to chill, snap, and enjoy desserts that mix tradition with trend.

**Team Members (pentaRae)**

Merna Mohsen Mohamed Amein (TEAM-LEADER)

Mayar Nazih Zohair Abd Elwahab

Sondos Tamer Salah Salama

Abdelrahman Ahmed Mohamed Mohamed

Ahmed Ramy Shaker Elhoary

Mohamed Nabil Abd Elfatah Mohamed

**Work Plan**

1. **Research & Analysis**
   * Audience personas
2. **Visual Identity**
   * Logo design
3. **Main Designs**
   * Poster
4. **Complementary Products**
5. **Review & Finalization**
6. **Final Presentation**

**Roles & Responsibilities**

* Merna-(Task: Brand identity)
* Mayar-(Task: Final presentation)
* Sondos-(Task: Campaign for social media)
* Abdelrahman-(Task: Billboards for advertising)
* Ahmed-(Task: Company profile)
* Mohamed-(Task: Packaging)
* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

**Instructor**

**\*Andrew Ibrahim**

**Project Files**

You can find the full project files here:  
[mayarnazih4/Mandalina: Mandalina – Your happy place in every dessert](https://github.com/mayarnazih4/Mandalina)

**License**

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