

<https://youtu.be/oPRyQFjnP74>

1. Name of the Country

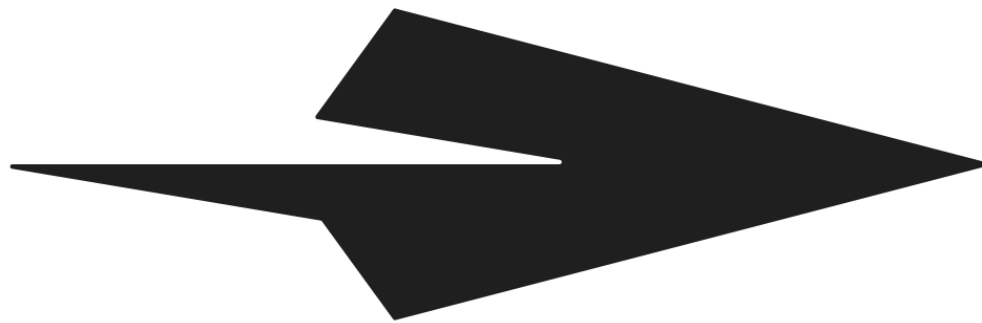
Ans. **Kenya**

2. Name of the Product's Trade Mark

Ans. **Enda Running Shoe**

3. Describe the Logo in words (You can also draw it, drawings are easy tool to enhance creativity)

Ans. **This is a spear which represents the speed and enda also means go , so technically it represents go with the speed.**



4. What were the background data that justifies the logo or the logo building process; How the Logo evolved; (meaning of the logo?)

Ans. **Logo is like spear, which is earlier used by local tribes for hunting. Which makes it connected to the locals, it also represent the country. It also has different colors of kenyan flags in its eyelets that is red , black and green.**

5. What were the facts that favored the branding (positive)? Factors that supported the brand establishment.

Ans.

- **Shoes are very light and comfortable and stable.**
- **Social justice movement in USA , led the establishment of the company as people of USA buy only black people products. This is all to support black people.**
- **Company also does charity work, like teaching basketball to students.**
- **There is also not any interference while walking with this shoes, also the record made by athlete by climbing the mount kenya.**

6. What were the unfavorable facts of the branding (negative)? Factors that led to difficulty in establishing the brand

Ans. **Their sale is mostly in US or in Africa, they operate on small level. They don't have money to do publicity as much. They take raw materials from china which make their products costly and which is out of reach of locals living in the kenya.**

7. Can you think of a logo and name for your product?

Ans. I would like to make a smart shoe, which could automatically tie its lace and we could be able to track the person, and also this shoe can give us the steps count and kilometer we run.

Logo:

