**Vancouver Meats**

Tasks:

* Find out more about the company, including who they are and what they do.
* Find the price per kilo of pork side ribs.
* Contact the company through the contact form to make a suggestion.
* Find the deals and promotions that the company has to offer for the next month.
* Purchase 5 kilos of pork leg

Branding ideas:

* What does the company do, or offer?
  + Vancouver Meats offers beef and pork products. The pork products they offer are ractopamine and hormone free, and, they are fed with grain and vegetables. The beef Vancouver Meat Corporation offers is organic.
* Who is the company to potential customers? (as a person)
  + Vancouver Meats target Asian-Canadian women from the age of 25 to 45 and grocery shops. Their products are mainly acquired though online ordering.
* Why might this company entice someone to purchase product?
  + Vancouver Meats has a good reputation in the market. Based on branding perception, this brand has higher quality comparing to commodity pork.

Branding components:

* Possible fonts:
  + Bitter: <https://www.google.com/fonts/specimen/Bitter>
  + Open Sans: <https://www.google.com/fonts/specimen/Open+Sans>
  + Helvetica
  + Arial
  + San Serif
* Colour palette:
  + #2f3540
  + #493935
  + #742238
  + #c29c6e
  + #f2f2f2