**Project Name: Aladin's Chirag**

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| **1. Company and Activities Details** | | |
| 1.1 | Trading Name | Aladin's Chirag |
| 1.2 | Industry Type and Vertical | "Aladin's Chirag" is a e-commerce market place of existing retail stores providing online shopping experiences for the migrant communities from their favourite stores. |
| Brief Description of Business and activities | "Aladin's Chirag" will be creating a e-commerce market place of existing retail shops (Grocery, Backyard Fresh Produce, Food, Fashion shops etc) for showcasing their available products as a online store. Customers of various migrant communities would be able to buy their groceries from their favourite stores through "Aladin's Chirag" website and mobile apps. And then "Aladin's Chirag" will deliver those shopping to their door steps. |

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| **2. Requirement Details for LOGO Design** | | | |
| 2.1 | Theme Colour | Combination of "Green, Orange and White" color. | |
| 2.2 | **Expectations from Logo Designer** | The word "Aladin's Chirag" comes from a Arabian Nights story. You can search for "Aladdin's Chirag" to know details about the theme. In that story, the boy Aladdin could make wishes to his Chirag and a Angel/Gene fulfil those wishes in **NO TIME**. **In our story**, our Customers would make wishes in our website and we would fulfil those **wishes in NO TIME**. That's why our Tagline Slogan is "***get* wishes *fast***" (**please use this slogan in design**). So we would love to see the reflection of this theme in the LOGO. In this case you can use the picture or sign of the "Chirag" in your design as a option.  We would love the LOGO which would **reflect our business's activities** (Online market place of existing shops), nature of service (Home delivery) and value addition to our customer group (Website and Apps to shop from their favourite stores and get it delivered to their door steps).  Also the LOGO should **reflect the target customer group** (Migrant communities of Australia). The migrants usually buy their own cultural, occasional and traditional grocery, food and other products from their community specific shops. These community specific retail strips located in some specific suburbs but most of the people live far away from that area and this is our business case. So the LOGO could be a meaning of Effortless, Convenience and Affordability as a value chain of the business. | |
| 2.3 | Reference site | 1 | Honestbee.com.sg or Honestbee.com.my |