

Briefing form

A bit of background

Kuku Poa Limited is a private limited liability company based in Mwanza that was incorporated in 2010 under the Bahari Bounty Group umbrella. KP is a full service poultry processing company which starts from the hatchery, up to the broiler and processing.

The company has enjoyed a 220% growth since it began with a strong infrastructure to aggressively continue growth within the next few years.

Kuku Poa Ltd lives under the Bahari Bounty Group umbrella. Bahari Bounty Group has been in the food processing industry since 1992, our experience is near unmatched as our processes and products are held against worldwide standards including HACCP, BRC, GMP, ISO-22000, and Naturland.

Who's the target audience?

Primary Target: Retailers including supermarkets, restaurants, hotels, smaller grocery stores etc. They are price sensitive and appreciate a good quality product

Who is our main competition?

Interchick, largest poultry producers in Tanzania.

How do we differentiate from our competitor?

1. Food processing experience
 - a. While KP has less experience in poultry specifically, we have incredible experience in food processing in general thanks to our umbrella group.
 - b. Because we are mainly a food export company, we are very experienced and easily adhere to global standards of food processing, and it allowed us to apply this experience to KP which processes poultry for local consumption
2. Presentable product
 - a. With our recent redesign, our products are presented in packaging that really looks current, yet timeless
3. Scale
 - a. Because we are a smaller in the poultry industry, we are really nimble allowing us to provide the best customer service.

What are the benefits of the product / service?

- Quality guaranteed
- A comprehensive product offering
- Products yielded from healthy chickens
- Direct access to sales team
- Seamless billing
- Unsurpassed customer service
- Deliveries within 24 hours

The task at hand

Develop a sales brochure for Kuku Poa Ltd

Your tone of voice

- Credible: With our specialized understanding of food processing, we can guarantee a perfect product
- Confident: We believe in what we do, otherwise, what's the point?
- Friendly expert: We're the scientists, the researchers, the processors, the marketers who smile

Content

We recently redesigned our logo and packaging, the brochure design must follow suit in being clean and modern and extremely attractive.

The brochure must contain the following items:

1. Copy/text from the attached document labeled "Copy_For_Brochure.doc"
2. Images of the following products, all images are attached in the folder "Product Photography":
 - a. Whole chicken (to be sourced)
 - b. Breast Fillets
 - c. Quarter Leg
 - d. Drumstick
 - e. Drumette
 - f. Lollipop
 - g. Cubes
 - h. Strips
 - i. Three Joint Wings
 - j. Wings
 - k. Thighs
 - l. Boneless Thighs
 - m. Liver
 - n. Gizzard
 - o. Heart
3. Must contain the following badges
 - a. Halal (already exists in the product packaging file)
 - b. HACCP (already exists in the product packaging file)
 - c. GMP (to be created using the other badges format)
4. Our logo