



Kadel Foods

P.O Box WJ 153

Weija-Accra

## **Design Brief for Kadel Foods**

### **Background**

Kadel Foods is well known for serving traditional and continental foods. They prepare it in the traditional Ghanaian way of cooking. Starting in March 2019, Kadel Foods has been well known for serving local dishes like banku and okro, yam and palava sauce, and other seafood specialities, their most famous Ghanaian dish is their 'Waakye' and based on their manager they are serving their customers with respect, love and care which they leave on the hearts of their valued customers. They are also maintaining their tradition in their set-up, menus and attitude towards their customers. They want to stick to their vision and mission to maintain and keep the Ghanaian culture alive and not be buried in the modern world.

### **Objective**

1. Providing a satisfying customer experience that includes enjoyable food and a relaxing atmosphere while running an operation that is efficient enough to also make money.

### **Project Objective**

1. To create a modern, colourful Web design in order to entice new customers or the general public to the company (Kadel Foods).
2. To provide an effective and accessible means for customers to obtain information about the restaurant and its menus in order to place orders.

3. It will also help old and new customers have first-hand information about the company at their fingertips.
4. To showcase vital upcoming events to a large extent.
5. To increase website traffic by 10% per month.
6. To incorporate social media into its marketing strategy.

### **Advertising Objective**

1. To increase brand awareness. Continue communicating with the audience to increase brand awareness through billboards, television commercials, radio, and in-store advertising.
2. To present a completely new image for Kadel Foods. Create a positive image for Kadel Foods.
3. To attract a new target market to the brand.

### **Target Audience**

This project seeks to target organisations, companies, students and non-students, young adults, adults and the general public.

### **Brand Idea**

Kadel Foods are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

### **Tone**

A safe choice, honest and down-to-earth colours and typography with pictures used to inspire and call upon a sense of tradition and culture. Using orange and yellow to attract people. Since it is a restaurant bright colours will work better than cool colours.

## **What do customers think now?**

Kadel Foods have achieved a small growing base of brand fans, most customers remain unfamiliar with the company and have yet to try Kadel. Those who have, love Kadel Foods, describe it as “equally good on health and taste”.

## **Message**

Providing dynamic solutions by striking a balance between creativity and strategy. Food and Health

## **Budget**

Travelling Expenses- GH¢ 300.00

Data collection and Design – GH¢ 1200.00

Total = GH¢ 1500.00

## **Time Schedule**

First Week – Gathering Information/ Data

Second Week – Start, Finish of Website and Hosting

## **Key Project Deliverables**

Adobe Dreamweaver is the software used