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Patent Industrial Design

工业设计

Branding & Franchise Consultancy

品牌与特许经营权咨询

[Food & Beverage Industry]

^{管理项目之一} [饮食业]







WHO

公司

WHAT

需求

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HOW

策划

WHERE

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Going green is both good for the environment and a smart business move. Our client, a Malaysia trading company in consumer goods is intended to revitalize its turnover by Re-Branding strategy. It aims to export its various types of green-product such Chlorella Seafood, Green-Coffee and Palm Cooking Oil to the international market covers China, Canada, Australia, Brunei.

如今环保既有利于环境又是一项 聪明值得开发的智能业务。我们 的客户,一个在马来西亚注册的 消费品公司,计划想以重塑品牌 策略刺激市场,尤其是海外市 场。客户公司的目标是将其各种 绿化食品,包括其绿藻海产,标 咖啡和棕榈食用油出口到国际市 场,如中国、加拿大、澳大利 亚、汶莱。 We were appointed to plan, implement, promote and develop the branding strategy for the client. We developed a new brand vision, and determined its personality and inherent values for the company in align with client's strategic direction. We also offered our professional helps in guiding and managing the branding strategy, especially when it comes to the process of product performance and development, packaging, brand name selection, sponsorships endorsements, brand guardianship and other communication programs.

我们被邀成为该客户公司的顾问, 从事计划、实施、推广和发展这项 品牌策略。我们配合该客户公司的 策略性方向改进了新的企业愿景与 品牌价值。我们也在这品牌策略的 实践与管理上提供指导及协助,过 程中尤其涉及到产品性能和研助,过 包装与品牌名称的选择,赞助和代 言的活动,品牌的监护权以及其他 交流方式的策划。 Our professional business development team has worked on this engagement where internal and external analysis through SWOT and PESTLE are executed. This is to examine and enhance the value of their product, carry out their benefits and values of the products, and also help to achieve client company's missions and vision. With our practical guidance and assistance, this further created the smoothness of work within the client's operation, and also the market development not only local but also overseas with managing their business more effectively and efficiently.

我们专业团队参与了这项计划后立即 采用了'SWOT'和'PESTLE' 的方 式以作内部与外部的评估分析。这是 检讨该客户公司的系列产品,以现有 的产品素质来配合陪衬并提高该产品 的品牌价值,也从而走向实现客户公司已锁定的使命和愿景。因此,在 可已锁定的使命和愿景。因此,之我 们专业团队的实际指导与帮助之下,并 且也在海内外市场方面,能够更积极 又轻松地跨前一步地有效管理与运 行。 Create your SUCCESS story with us



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