

# GENERAL CREATIVE BRIEF

## **Tell me about your company:**

- Explain what your company / organization is and does.

My company's name is ***Lit***; it is a new and upcoming company in Guyana, South America; generally it supplies spa and beauty products. It focuses on providing a variety of spa products (mostly *scented candles*/ bath and body essentials) and it also aim to introduce new brands of make-up to consumers in Guyana.

- How are you different than your competition?

In Guyana there is no monopoly when it comes to the candle business. As others do sell in their stores, they don't show sole and genuine interest in the types of candles they sell. I plan to target candle lovers with infinite varieties and to inform those who don't know about these products. I also plan to sell candles that are hand-made in Guyana; exposing & promoting creative and skillful Guyanese in the process. This also goes for the type of make-up brands I plan to introduce. I work directly with the companies of the products I sell.

- What are the benefits of your product/service?

To help customers enhance their daily life. For instance, the candles I provide aid in aromatherapy. The make-up I provide will open new options to consumers. All cruelty-free make-up brands.

- How do you intend to market your company?

Through the use of social media (Facebook, Instagram).

## **Goals and Objectives:**

- What do you want to happen as a result of this project?

To give consumers another great option In Guyana to shop for specific products. To provide great service and to have my own brand identified.

- Identify long-term and short-term objectives.

### Long Term

Providing a great customer service

Branding my company's name/logo through Guyana

Expanding/Investing into new opportunities

### Short Term

Marketing my business

Build relationships with consumers and maintain it

