

Marketing Workshops : Company's name, logo and slogan

The first marketing workshops took place on November 23rd and December 14th at our school, the HTL Wolfsberg.

- November 23rd, 2016

Our company produces different products for individual kitchen equipment. On the first day of the marketing workshops we find a name, a slogan and a logo for our company.

Because of our products we named the company "KitchEquip", our slogan says "no home complete without KitchEquip" and our logo looks as follows



To get our ideas we used the well – known method "brainstorming".

- December 14th, 2016

During this workshop we used the canvas business model in order to sum up the activities and products. This helped us to get a really good overview of our business.

We found out that our key activities are production and sales.

We also determined that our key partners are the supplier Asco, the HTL and our school companies project partner.

The target groups for our key product – the eggholder "eggcellent" – are restaurants and private customers. We produce it, according to the wishes of our customers, with their individual logos and slogans.

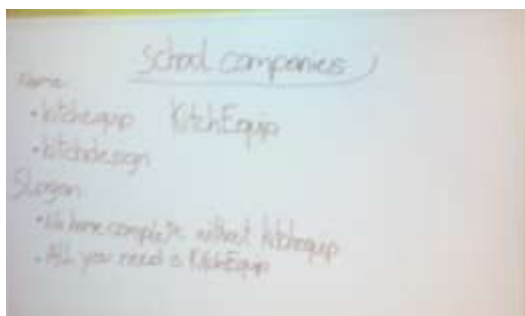


Abbildung 1 Brainstorming company name



Abbildung 2 Business model canvas



Abbildung 3 Finding Ideas