



## FOCUS GROUP REPORT FOR: Trend & Find

### Company Information

Introduction & Company profile. Share comments and opinions, also feedback of the logo, name and slogan. Analyse the results of a form. Show the platform and feedback about it.

### Focus group objective

To have a clear idea of my business, change a couple of things for better, analyse what does the consumers want to satisfy them with my service.

### Participant Profile

Álvaro Ll. Abascal	Paloma Ll. Abascal
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Fátima Ll. Abascal	Claudia Vela

### Details:

**Platform:** Zoom  
**Date:** 27/02/22  
**Time:** 11.00 - 12:00  
**Invitation sent by:** WhatsApp

### Discussion Results

- **Topic One:** Logo, slogan nad name  
Change the colours, make more clear the name; combining words, and fix the slogan
- **Topic Two:** About the service  
The online store in a garage, competitive advantage.
- **Topic Three:**Platform  
Change the order of the info: First the shopping, then the service, and at least the info about us.

### **Conclusion**

Make more clear the slogan or name, change the colors of the logo.  
Change the order of the things in the platform.

Make clear certain points, for example the product delivery and the competitive advantage.  
The to important ELEMENTS of the company are: the one of the sell and the one of the consultancies.