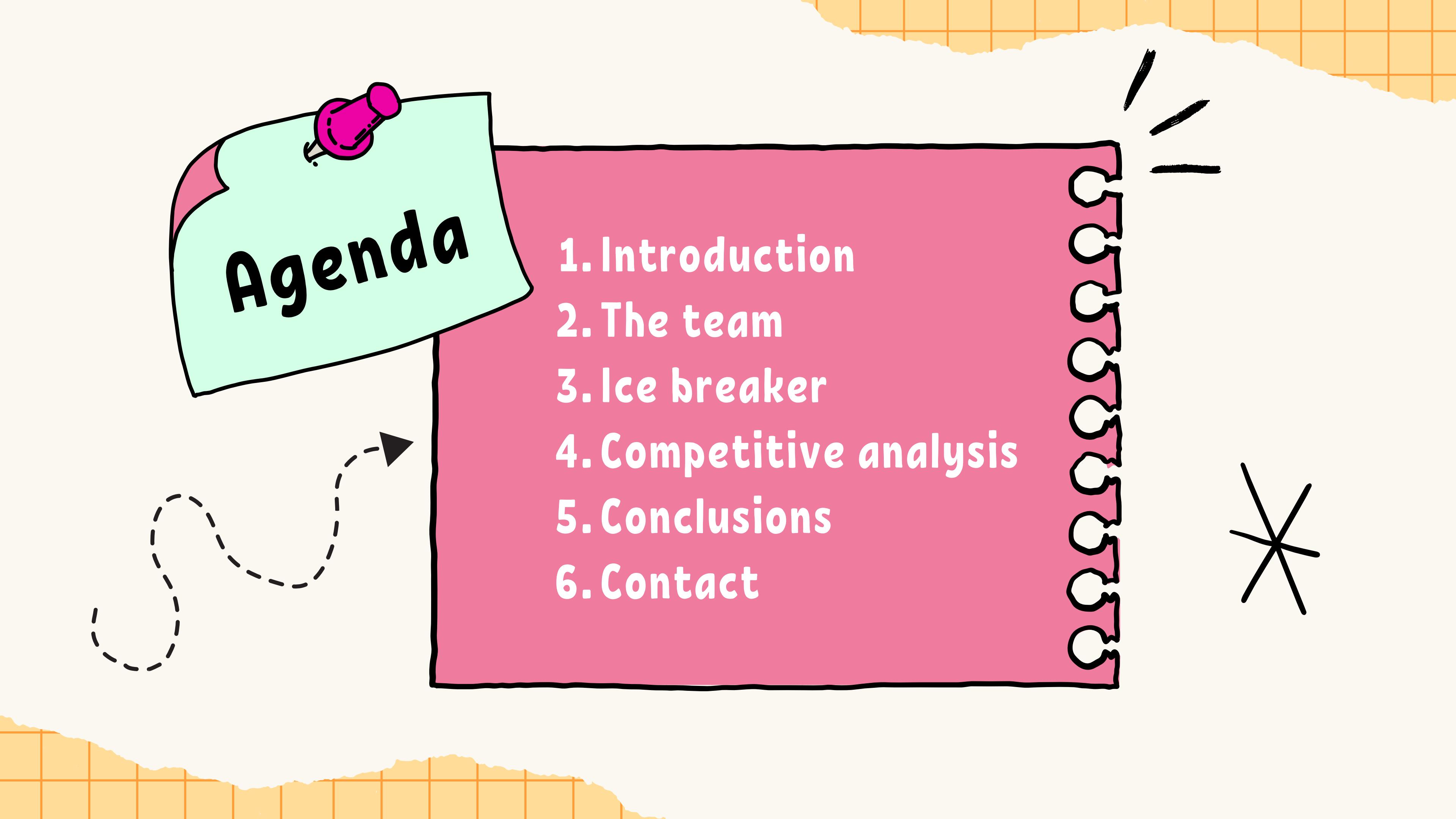


By Olivia Wilson



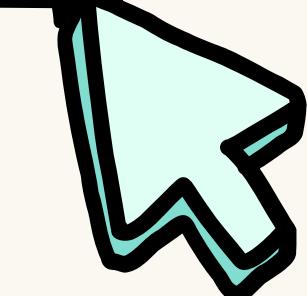


# Agenda

1. Introduction
2. The team
3. Ice breaker
4. Competitive analysis
5. Conclusions
6. Contact

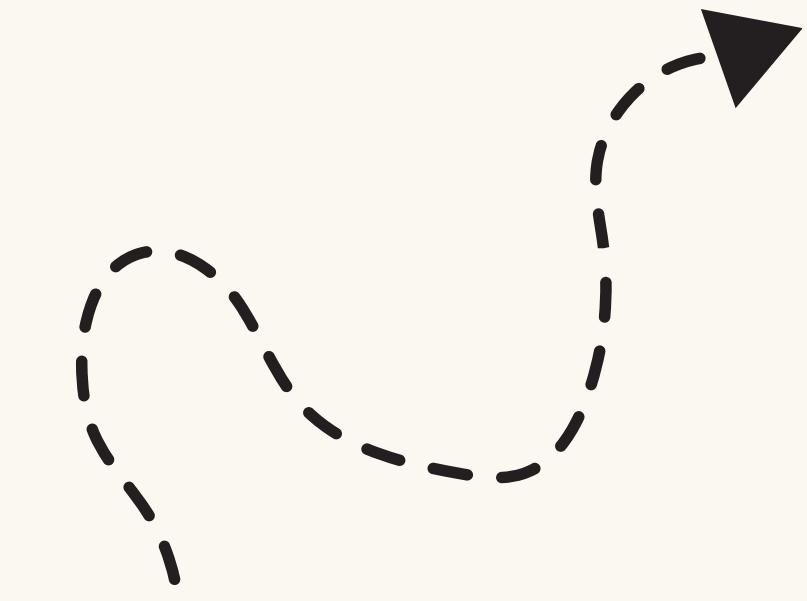
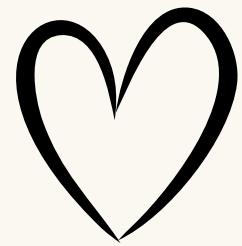


Hi there! I'm Sarah!



# Introduction

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# The team



**Olivia Wilson**  
Project manager



**Howard Ong**  
Marketing



**Brigitte Schwartz**  
Project manager



# ICE BREAKER

## Let's know each other...

- What's your favorite color?
- What's your favorite film?
- What's your favorite food?
- What's your favorite city?



My favorite food



A small circular portrait of a woman with dark hair tied up in a bun, wearing a light green top. She has her hands near her mouth in a surprised or excited expression.

My favorite film



A small circular portrait of a man with curly hair, wearing a white t-shirt. He is making a playful face with his tongue sticking out and hands near his ears.

My favorite city



A small circular portrait of a woman with long dark hair, wearing blue sunglasses and a colorful top. She is laughing heartily with her mouth wide open.



# Brainstorming

## MAIN RULES

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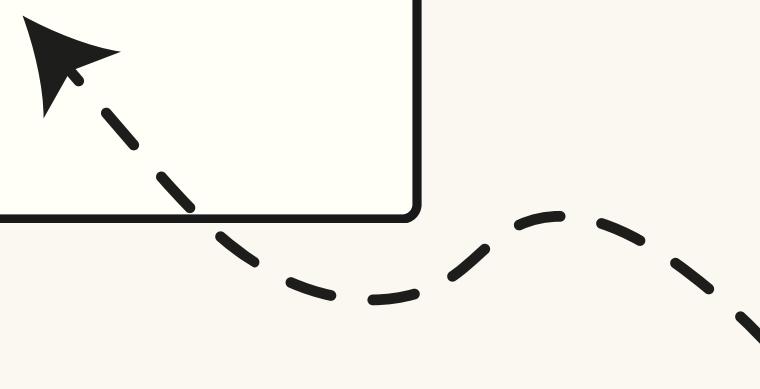
5

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Brilliant idea!

Awesome idea!

Creative idea!



# Mind MAP

## Project

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## Planning

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## Analysis

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## Revision

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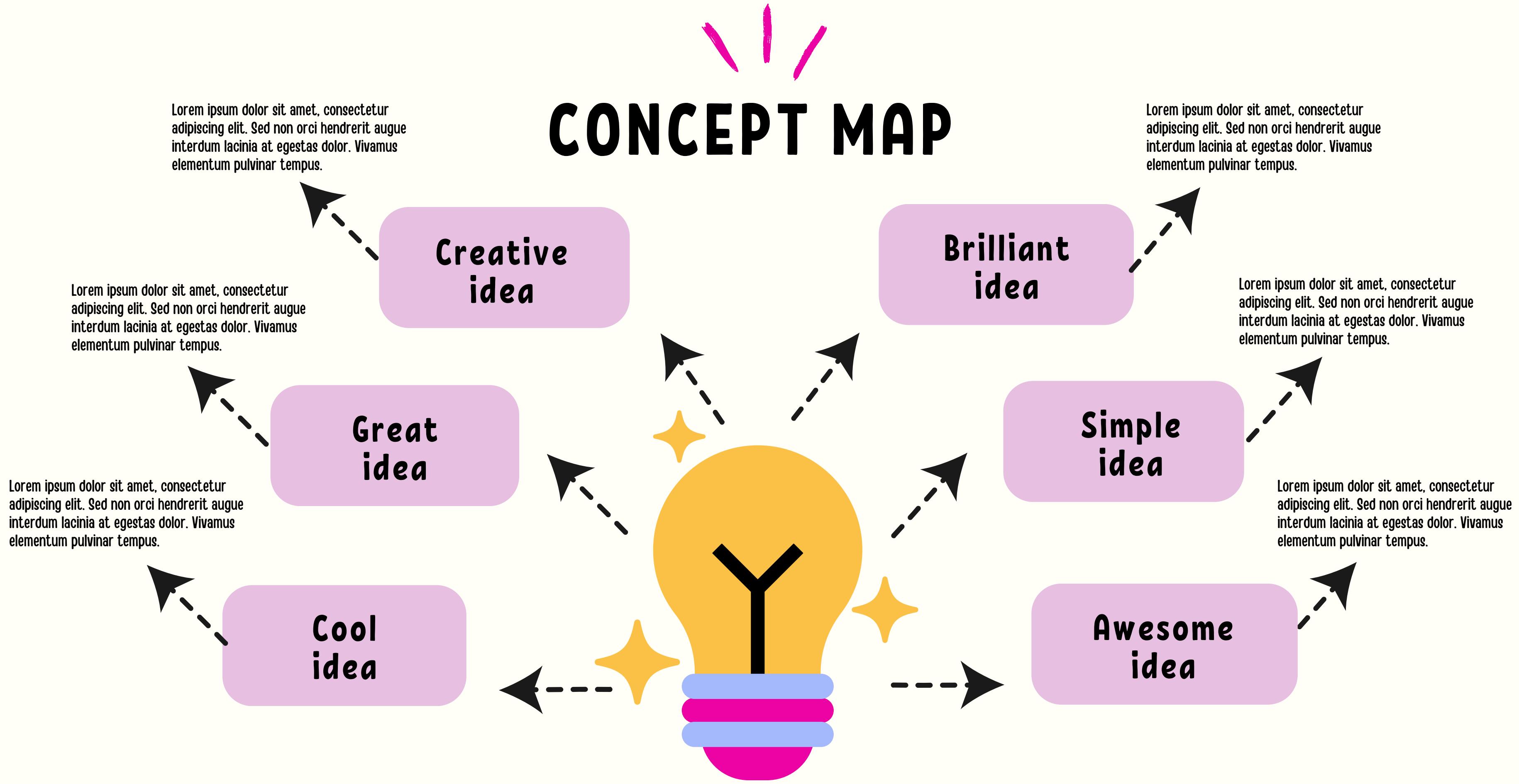
## Collaboration

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## Presentation

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# CONCEPT MAP



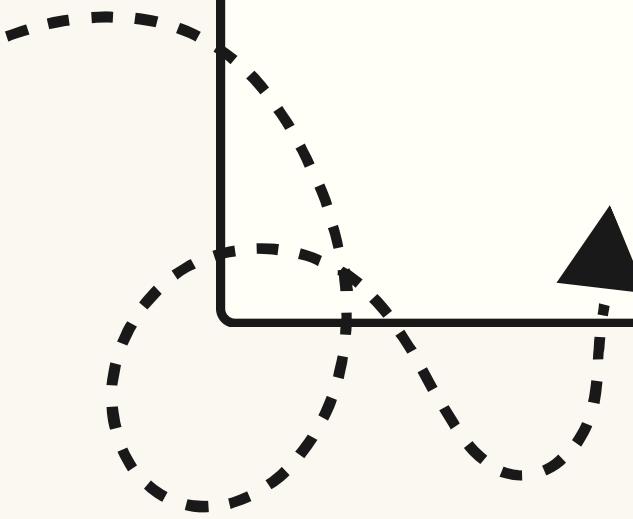
## THE BEST IDEAS

Great idea!

Awesome  
idea!

## WRONG IDEAS

Creative  
idea!



# COMPETITOR 1

Larana Company



## • BRAND IDENTITY

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## • MISSION

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## • VALUES

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## • VISION

• VISION  
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# COMPETITOR 2

Borcelle Company



- BRAND IDENTITY

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- MISSION

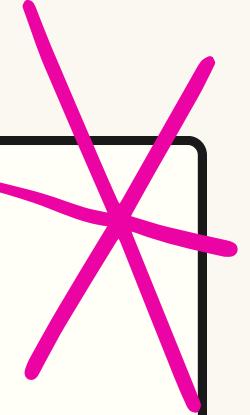
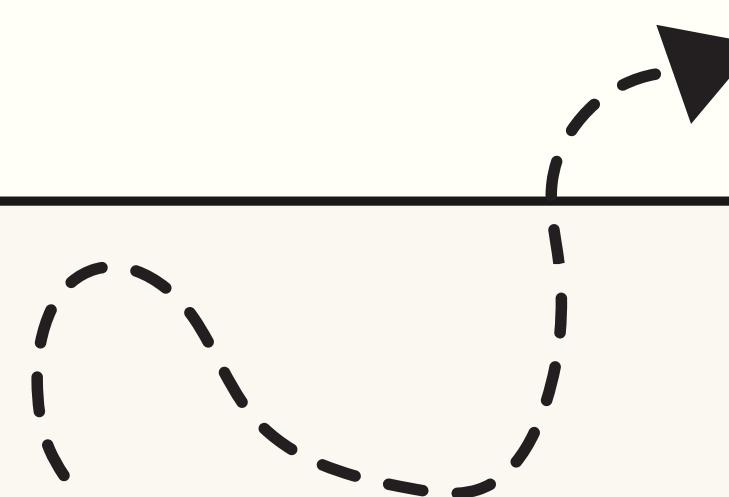
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- VALUES

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- VISION

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# C

## COMPETITIVE ANALYSIS

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LARANA COMPANY

BORCELLE COMPANY

MY BRAND

LOWER PRICES

HIGHER QUALITY

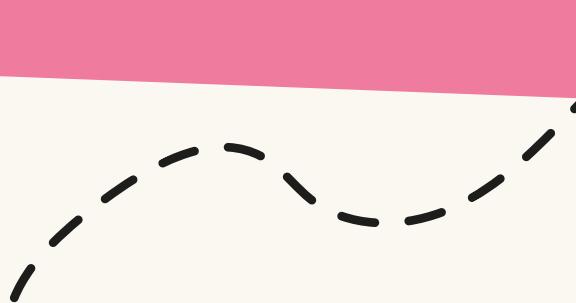
HIGHER PRICES

LOWER QUALITY

LARANA COMPANY

BORCELLE COMPANY

MY BRAND



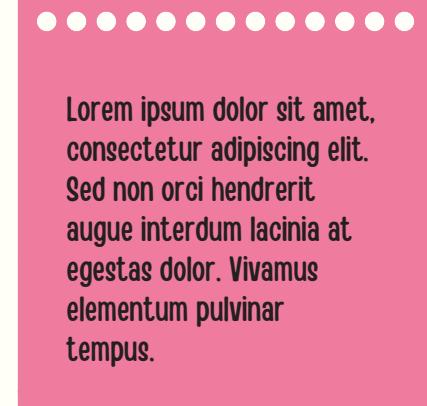
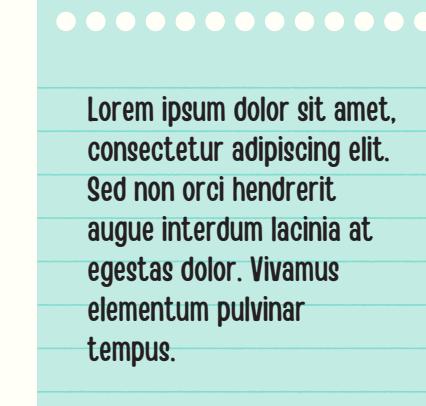
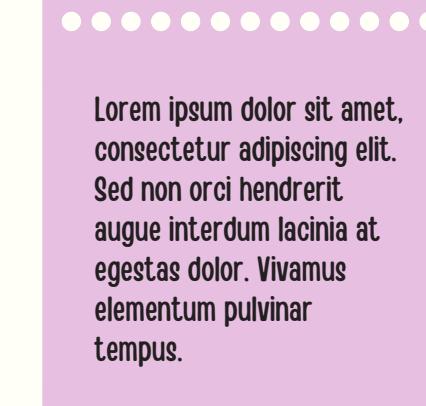
# Take action!

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1

Add an action item.



2

Drag your photo to claim the action item.





## Action 1

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## Action 2

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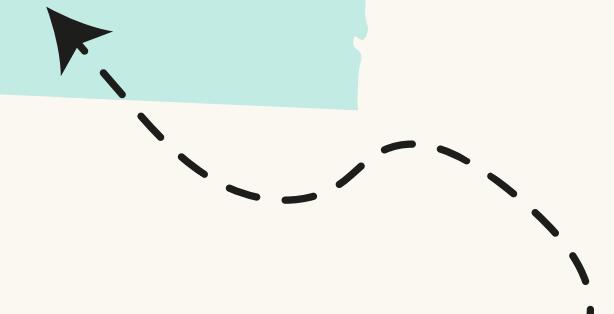
## Action 3

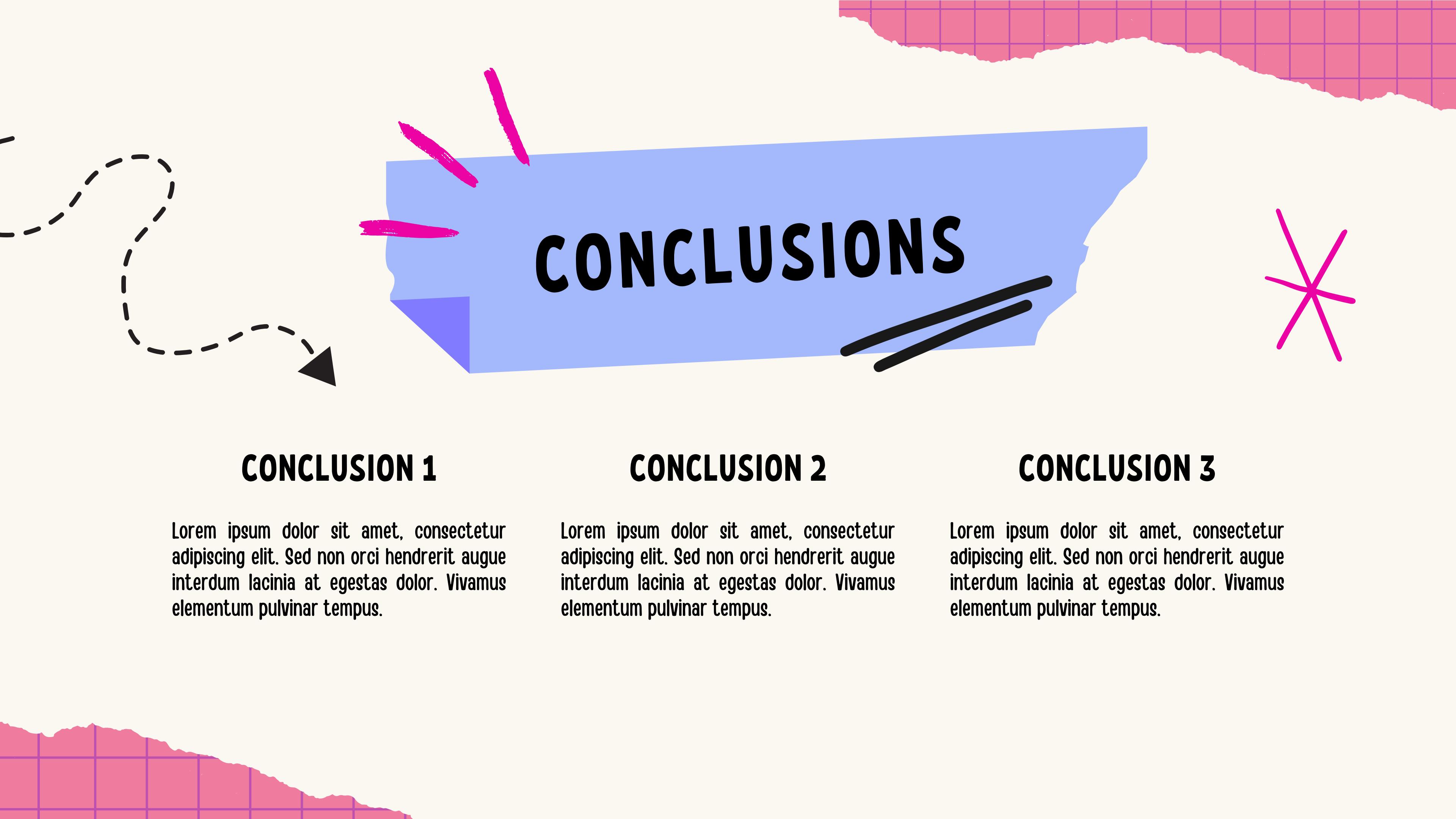
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## Action 4

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# CONCLUSIONS

## CONCLUSION 1

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## CONCLUSION 2

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## CONCLUSION 3

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# THANK YOU!

