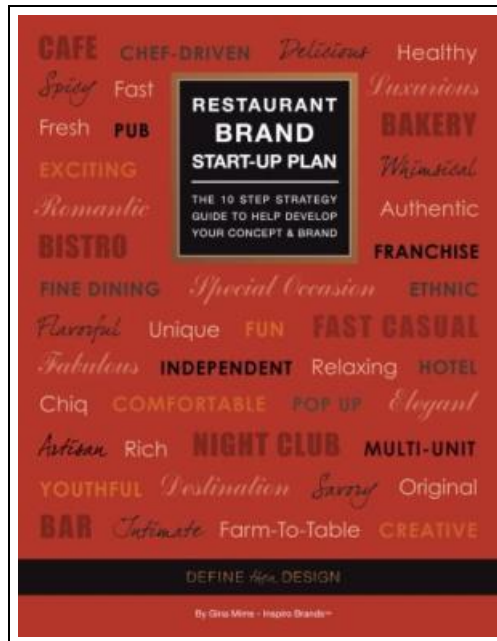


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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.BRANDING CONCEPT DEVELOPMENT FOR NEW RESTAURANTS It s important to develop a cohesive vision with the entire team before beginning any new project. Many new businesses can find it frustrating to work with graphic designers, architects or interior designers because they are unable to communicate their ideas. Or worse, everyone ends up doing their own thing, with the end result being an inconsistent mess. Creatives are visual people who need direction. The secret is to hire professionals, share your vision in a manner they understand and let them use their expertise to take that dream to the next level. The exercises in this book are used to provide clarity and vision before beginning the design process. The end result will provide a "Brand Plan" used to illustrate to your entire team the vision as well as get all involved in alignment before you even start.THE 10 STEPS: Concept Branding, Name Development, Product Offerings, Target Audience, The Team Operations, The Space, Mood Vibe, Brand Inspiration Vision Boards, The Brand Experience plus Marketing Sales. This book is for start-up restaurateurs, new owners to the industry as well as those starting a new concept with multiple partners. The workbook will take approximately 4-5 hours and will be well worth the effort to save time, money and frustration in the future. It s like a test you are taking that you know you will ace because you have been studying and thinking about it forever. Now it s just time to get it all onto paper in one simple BRAND PLAN for others.



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