



## 1. COMPANY PROFILE

COMPANY NAME:

**CREIGHT MODESK ADVERTISING AGENCY**

CONTACT'S NAME:

**PREMEPH THEOPHILUS**

POSITION:

**CEO**

CONTACT INFORMATION:

**0550405977**

## 2. PROJECT OVERVIEW

- NEW WEBSITE
- EXPECTED DELIVERABLES:  
TO PROVIDE INFORMATION ON OUR BRAND AND BUSINESS OPERATIONS

## 3. PROJECT GOALS

- WE NEED A NEW WEBSITE THAT HELPS SHOWCASE OUR BUSINESS. WE OPERATE IN A CROWDED MARKETPLACE, BUT THE QUALITY OF SERVICE WE OFFER PUTS US HEAD AND SHOULDERS ABOVE OUR COMPETITION. TO SHOW THIS, WE WANT TO USE CASE STUDIES AND TESTIMONIALS THAT SPEAK TO THE QUALITY OF OUR SERVICE.

## 4. TARGET AUDIENCE

- INDIVIDUALS AND BUSINESSES WHO ARE IN NEED OF KENTE STOLE FOR THEIR CEREMONIAL OUTFITS

## 5. COMPETITORS

- ADMAXTER ADVERTISING AGENCY
- CMONKEY CREATIVE STUDIOS

## 6. DESIGN REQUIREMENTS

- ADVANCED RESEARCH INTO WEB DEVELOPMENT
- UIX AND PROTOTYPE DESIGN IN ADOBE PHOTOSHOP CC 2022
- ADVANCED KNOWLEDGE IN ADOBE DREAMWEAVER

## 7. PROJECT TIMELINE / SCHEDULE

DATE / MILESTONE:

- 18TH - 21ST JUNE 2022: ADVANCED RESEARCH INTO WEB DEVELOPMENT
- 23RD - 24TH JUNE 2022: UIX AND PROTOTYPE DESIGN IN ADOBE PHOTOSHOP CC 2022
- 25TH JUNE - 13TH JULY 2022: ADVANCED KNOWLEDGE IN ADOBE DREAMWEAVER

## 8. WEB DESIGN BUDGET

**GH¢ 10,000.00**