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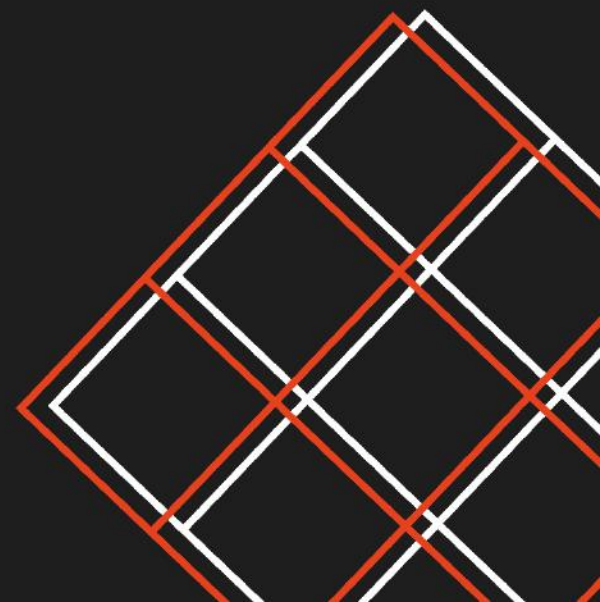
Always Fit Kitchen

Brand Guideline



SUMMARY

- Background
- Tagline
- Customer Epithet
- Strengths, Weaknesses, Opportunities, Threats Analysis
- Personification, Differentiation, Branding
- Train of Thoughts



BACKGROUND

We are confident that **Always Fit Kitchen can be and will be one of the most prominent and most leading Healthy Catering provider in Jabodetabek.** We have seen how it has been very consistent since the beginning of its founding to ensure that a person can and will be healthy by eating Always Fit Kitchen products while also serving the best taste a healthy catering can deliver. Moreover, we have seen how its products are being made; with care, with healthy and premium ingredients that is attentive to one's dietary needs and also taste buds.

Thus, we believe that Always Fit Kitchen should be continued through this Brand Guideline.





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TAGLINE

“Always Fit With Us”

Customer Epithet:

Fit Winners

S.W.O.T Analysis

• Strengths:

- Premium and Healthy Ingredients
- Top Class Menu
- Variant Menu
- Professional Chef

• Opportunities:

- Healthy: People with Rp 10.000.000+ income
- E-Mura: People with Rp 5.000.000+ income
- People aiming for fat-loss
- People aiming for weight-gain
- Elderly
- Children
- College Students
- Halal-seeking Customers
- Covid-19 Quarantine and PSBB
- Most of other competitors social medias are not attractive and not convincing

• Weaknesses:

- Price is seen rather more expensive than other healthy catering services
- Not providing any guarantee that costumers will be able to diet themselves by eating its products
- Not providing exact dietary plan
- No Nutritionist
- No catchy tagline
- Non-attractive packaging
- Non-attractive social media
- Non-communicative social media

• Threats:

- Other competitors are cheaper
- Other competitors are more renowned
- Other Food and Beverages Dine-In Options



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P.D.B

Personification:

Healthy Catering Service

Differentiation:

Uses Premium Quality Ingredients

Branding:

Healthy Can Be Tasty



Train of Thoughts

1. “I want to diet”

2. “But I don’t know how to diet, and I’m too lazy to **research dietary plan** and how to make healthy food because the it’s hard to really find healthy ingredients, moreover **most of diet food and catering services don’t taste good**”

3. “Open Internet and Social Medias (Instagram/Facebook/etc.) and search “**healthy catering Jakarta**””

4. “Finds Always Fit Kitchen social media/website and **sees it attractive, convincing, and legitimate**”

5. “**Reads:** “Always Fit provides information to diet and uses premium and healthy ingredients and tastes like real 5-star food from restaurants and hotels alike””

6. “Order Always Fit Kitchen.”



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Strategic Planning

Business Rebrand

System Review

Packaging Redesign

Brand Ambassador Hiring/Endorsement Planning

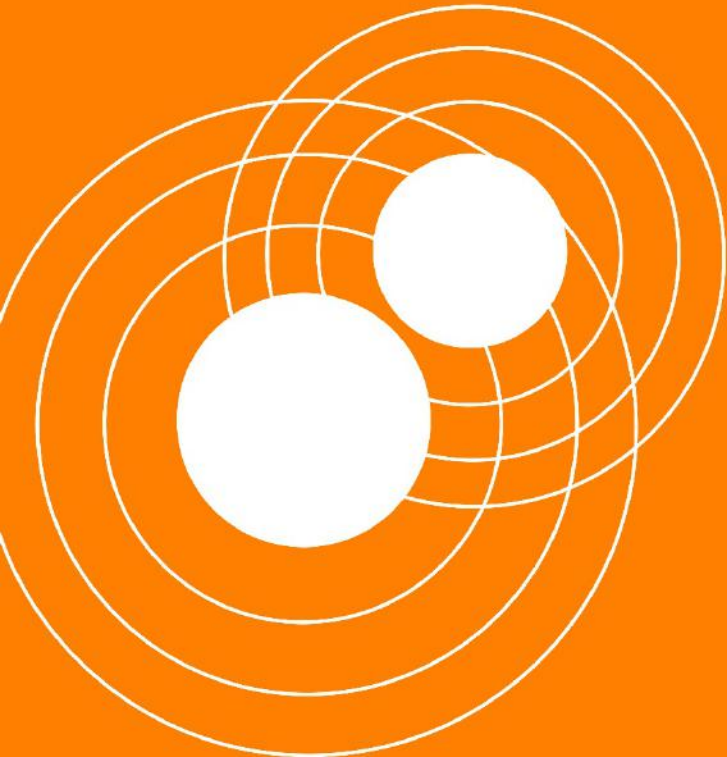
Instagram Reconstruction

Facebook and Instagram Advertisement

Commercial Video Shoot

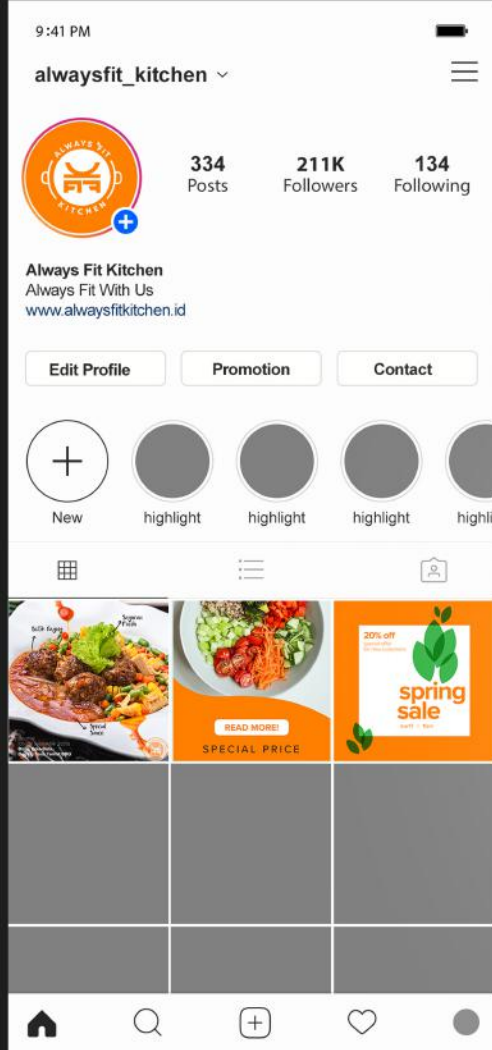
Website Creation

Gym Partnerships (Brochure Displaying)





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ONLY THIS WEEK
SPECIAL PRICE

65K



CLICK HERE



TITLE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor consectetur adipis incididunt aliqua.

READ MORE!

HEALTHY
MENU



READ MORE!

SPECIAL PRICE



Bistik Daging

Sayuran Fresh

Special Sauce

Batch 18
(09 - 18 September 2020)
**Bistik Bola-Bola
Daging Saus Tomat BBQ**





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Packaging Redesign



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MARKETING PACKAGE

IDR 7.000.000 / Month

Instagram Content Planning

Marketing Planning & Consultation

3 - 4 Post Instagram Feed per Week

Instagram story Update Everyday

Promotion / Endorse Concept Planning

Special Day Design (Independence day,
Christmast, etc)

1 Creative Video per Month