

OLIVIA'S NATURAL-APOTHECARY

CONFIDENTIAL



Figure 1 The design of the shop

Design brief for logo

Olivia Harvey
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1.1 Brief

Please design a logo for a new business about to be established in Hampshire. The logo is a key critical requirement to get over the brand promise of the business, and will be used on a hanging sign from the shop-front, for POS, stationery etc, and ultimately for the website. The name of the shop is to be decided; we can't quite make up our minds between Olivia's Natural Apothecary or The Natural Apothecary.

If you Google Image Apothecary Labels, you'll see hundreds of the type of thing we might be after – old scrolly typefaces with swirly lines. We need a logo that features all three words (I guess?) and we'd quite like to be able to use 'Olivia's' on its own if she ever decided to launch her own product range (so Olivia's Digestion Aids or whatever that might be) does that make sense? But for now don't worry about that just the main logo. And please feel free to depart as much as you want from the idea above ; we are not at all fixed on that.

Extract from business plan follows...

1.2 Business Overview

Olivia Harvey intends to acquire a new fully repairing and insuring 5 year lease of an existing lock-up shop in Hampshire, carry out significant design and styling, and launch a new and bespoke nutrition consultation and health food business serving the local population, and clients from further afield.

The proposer is a qualified Dietary Therapist and licensed practitioner, endorsed by the British Association for Applied Nutrition and Nutritional Therapy (BANT) to recommend natural solutions to common ailments, nutrition advice for weight loss, and general dietary advice and programmes. Olivia will offer her own professional consultancy services to individuals and groups. Olivia is also a licensed practitioner of Patrick Holford's Zest4Life programme.

The shop will offer a unique experience for customers, offering one-to-one and group bespoke consultations, individually designed dietary and weight loss programmes, and a carefully chosen range of dietary supplements, health foods and drinks, books, and other health-related goods (such as skin treatments etc). Customers will be able to buy and consume a range of health foods and drinks at the Health Bar.

Olivia has incorporated a limited company – The Natural Apothecary Limited, and has registered both .co.uk and .com domains.

The name chosen for the business The Natural Apothecary. This name specifies precisely what the customer can expect from the shop – tailor-made natural dietary and nutrition solutions to help address health issues – and conjures up the entire theme for the design of the shop and Health Bar – old shiny wooden shelving and glass cabinets displaying products, coloured glass vials and bottles, vintage furniture and décor, chandeliers etc. This design theme, and the Health Bar, will make the shop a most attractive place to visit, but the compelling contrast will be modern and leading-edge dietary and nutrition solutions delivered in a highly professional way. As part of the shop refurbishment, a consultation room will be created in stark contrast to the olde-worlde shop; with white walls, bright fluorescent lighting and modern equipment.

The name also allows for ambitious expansion when successful – either Olivia’s Natural Apothecary in other towns and cities in the UK, or Peter, Paul or Mary’s Natural Apothecary under franchise.

The business will also trade online, with a well designed website that helps contributes to overall sales. We have not included these figures in the forecast as full concentration will be given to the retail aspect of the business in the first instance.

1.3 Vision Statement

By providing expert and bespoke advice and products in a unique environment, Olivia’s Natural-Apothecary will grow a loyal and enthusiastic customer base. Natural-Apothecary will be a commercial and social enterprise, aiming to improve health awareness via nutrition in the community.

1.4 Products, Services and potential suppliers

Health foods:

- Grains, nuts, seeds, cereals (sourced from The Health Store)
- Tinned goods (sourced from Suma)
- Breads (sourced from Artisan Bread Organic)
- Organic Fresh fruit and vegetable (sourced from Mill Farm Organic Alton)
- 'Free-From' range (sourced from Juvela)

Herbs & Supplements:

- Specialty herbal teas (e.g., Pukka teas)
- Supplements (sourced from a variety of providers including Higher Nature)

Olivia's Health-Bar:

- Healthy food and drinks treats to include smoothies, juices, raw food treats, sugar and gluten free cakes, sorbets and frozen yoghurt (all home-made)

Other retail items (to include):

- Natural skin care and toiletries
- Books

Nutritional Therapy:

- Individual and group consultation
- Zest4Life weight loss programmes
- Body compositions analysis (Tanita Scales)
- Allergy testing (York tests)

