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**REBRANDING AND BRAND BUILDING THROUGH SOCIAL  
MEDIA FOR MUNIBA'S KITCHEN**



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# Abstract

This project is intended to provide consultancy services to the client company, Muniba's Kitchen that before the commencement of the project was an entirely unbranded, offline business without any social media presence and the relevant skills and competencies to operate digitally. The business is owned by a housewife named Mrs. Aasia Akhter who is the chef and operates the business from home by conventional methods and has been gravely struggling with the growth of the business for a considerable amount of time. The purpose of this project is to rebrand the business as a modern brand, provide the client with a complete branding package and establish the business operations on the key digital platforms to develop its online presence. The project lays out detailed strategies, guidelines and plans addressing the key functional areas of the business to help the business operate through a whole new business model and reach a much larger online audience as a revamped business by the new name, 'Craving Bells by Muniba'. The propositions would be implemented by providing the client company with all the necessary items and facilities that are required to build and operate the brand online; such as social media business accounts and the necessary content required to run the pages consisting of professional food photos, and interactive posts and stories that will be designed in alignment with the overall branding. The ultimate goal of the project is to help the client develop a strong brand identity, boost brand awareness, sales, develop a stable customer base and ultimately a highly engaged community in the digital medium. The project would be sponsored by the client company itself and would be accomplished in a time period of 3 months.

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