

# Design Brief

Contact Name: Jesse Akwetey Addo  
Contacts Position: Founder/CEO



# Company

**Bishelter is an Online marketing platform that provides people the opportunity to advertise their products/services to a global market.**

## Core Values

**Growth, Innovation, Transparency,  
Customer-centered, Teamwork & Collaboration**

# Company

# Mission

To provide best Online advertising solution for our target market.

# Vision

To become the leading classified listing service in the global market in the construction, interior decor and real estate industry

# Company

New website for the real estate category in Bishelter.  
Name given will be **Bishelter Real Estate**

**Deliverables:**

6 Page Website

Responsive

Embed Bishelter AD

**Tone of Voice:**

Co-operate

Professional

**Project**  
Overview

**The Project is to design a five page responsive website for Bishelter Real Estate. The Goal of this project is to create a site to advertise/publicise homes, lands and available apartments of vendors to potential buyers in Ghana be it rented or on sale.**

**Project**  
**Goals**

**Six Page website: The five page document will contain Overview of Bishelter Real Estate, Lands and houses that are on sale or rent, Who Bishelter is including their vision and missions and Contact information for potential customers**

**Must be responsive on all devices: The Website should be able to open on all devices easily without distortions to the website design.**

**Designer must work around our company colours Navy Blue, Honey Yellow and Black**

**Design**  
**Requirements**

**Issue date: 27th of March 2023**

**Delivery date: 25th April, 2023**

**Budget:**

<b>Website Design</b>	<b>\$20,000</b>
<b>Hosting</b>	<b>\$5000</b>
<b>Responsive</b>	<b>\$1000</b>

# Project

**Timeline and Budget**