

Describe your idea with one concise sentence.

Chicken Hall Ltd is a privately-owned company that farms chickens, both broilers and layers; the company sells eggs and chickens to hotels, supermarkets, cooperatives and schools in Burundi.

Draw and describe the ideal user

Title

Awareness

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Concisely describe what is happening

Last weekend, Majambere met a portfolio manager at a regional conference over Nodan portfolio training practices. Because our portfolio manager did not have enough time to discuss our business with him, he left him with a Business Card.

Any Other Key characteristics: Dressing; Business casual (jeans, black shoe, blue shirt)

Profession: Hotel Manager

Age: 30

Name: Majambere