

Since 1994 REPOA has been a Non-Governmental Organization (NGO) under the name of "Research on Poverty Alleviation Programme Limited (REPOA) championing the growth of Tanzania's social development.

After years of operation the company's growth has been recognized as the Think-tank in Africa & its role has expanded further than its original objective.

Now, REPOA not only focuses on poverty alleviation but also inclusive growth in different sectors of development, REPOA is now a Think Tank providing Africa with intelligence through research & Training to further its development. REPOA has also been ranked as the top Think tank in Tanzania for four consecutive years since 2015 and 11th in Sub–Saharan Africa among nearly 90 Think Tanks in 2018 by surveys of Think Tanks and Civil Societies Programme of the University of Pennsylvania, USA.

The success and function of REPOA has to now be reflected in its core image and message.

It's time for change.



REPOA

Now with a Brand New Look, a look that celebrates the growth & new mission of REPOA;

"Transformation for Inclusive Growth"



New Logo























8.3 x 11.7









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November 14, 2018

Michelle Price

The Yarn Company 324 Central Ave

Bayberry Heights, Massachusetts 02530

Dear Ms. Price:

Thank you so much for taking the time to meet with me to discuss selling my handmade oweaters in your wonderful shop. As I mentioned in our conversation, I've been a customer of your store since I used my third-grade allowance to buy my very first pair of knilling needles. I'm honored that you'd consider selling one of my original creations at The Yorr. Company alongside your own work.

We discussed a trial consignment arrangement in which a portion of the sales would go to the store. This is more than agreeable to me.

Let me know how you want to proceed, i'm available most afternaons at 555-555-5555, or you can email me at email@email.com, and I'll respond to your message ASAP.

Jennifer Wilson

8.5 x 11

Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of

The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.

Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.



REPOA FOLDER

9.5 x







