

CASE STUDY: Kina Group

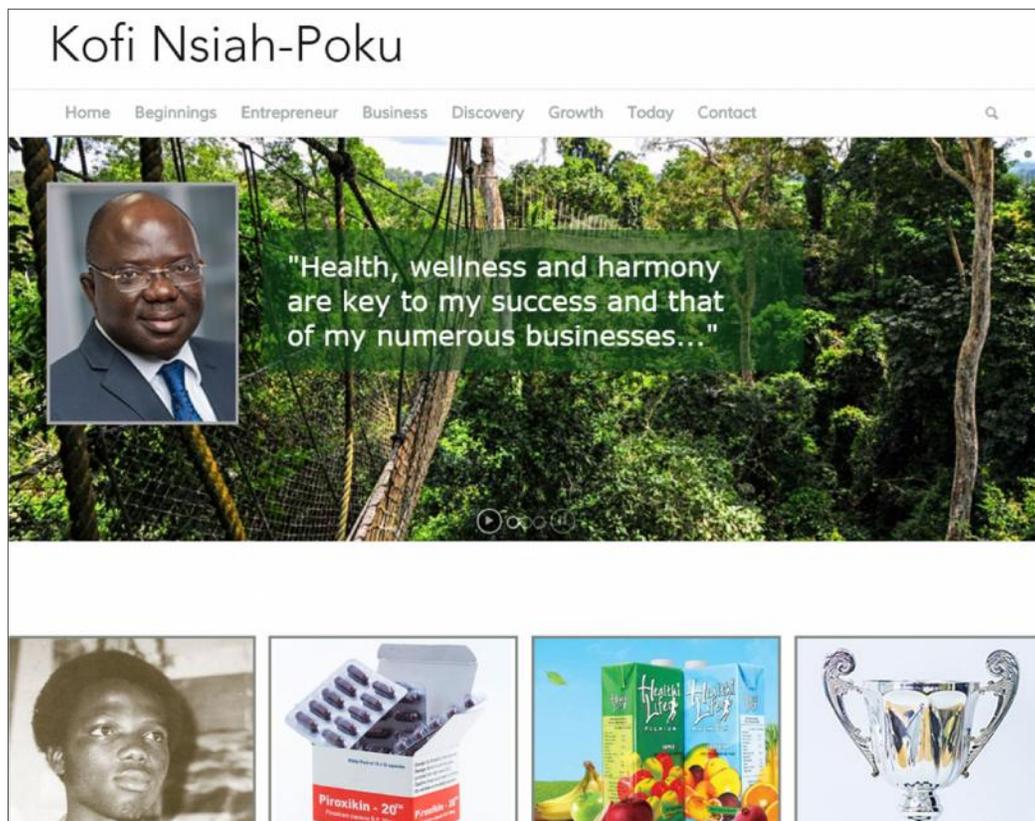
Kina Group is the parent company of Kinapharma Pharmaceuticals, HealthiLife Beverages, and Aspect Court Properties. Kina Group is based in Accra, Ghana.

The initial assignment was to write a biography of the CEO of the Kina Group – Kofi Nsiah-Poku.

That developed into a website design project showcasing Mr. Nsiah-Poku. Following the successful creation of the initial website, I was commissioned to re-design the sites for the Kina Group's three prosperous companies.

Since the development of the websites I have also created a presentation about Mr. Nsiah-Poku's achievements for submission to various award committees.

www.KofiNsiahPoku.com



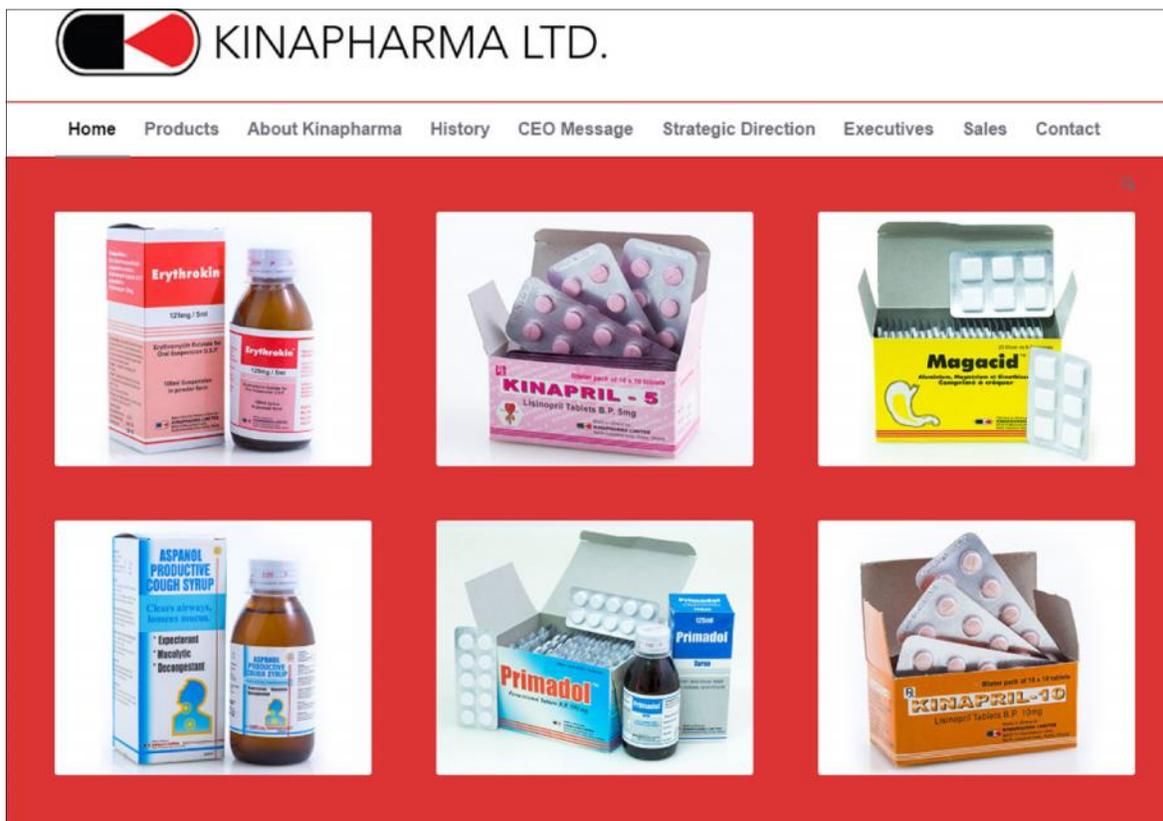
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Kinapharma is the manufacturer and marketer of over 150 efficacious drugs ranging from generics to over the counter and branded ethical products. Everyday an estimated 1,000,000 people across Ghana alone take a Kinapharma made brand.

The challenge of the website was to create a design that was consumer-friendly while also providing important corporate information for potential investment opportunities. This was achieved by creating product spotlights for the majority of the products. During this process I oversaw the development of photography and the content about the products.

From a business/investment aspect, I created executive biographies, historical/growth information, a quality control overview, and sales information. To complete the site, I produced a short video featuring Mr. Nsiah-Poku discussing the company and the motivations behind his success.

www.Kinapharma.com



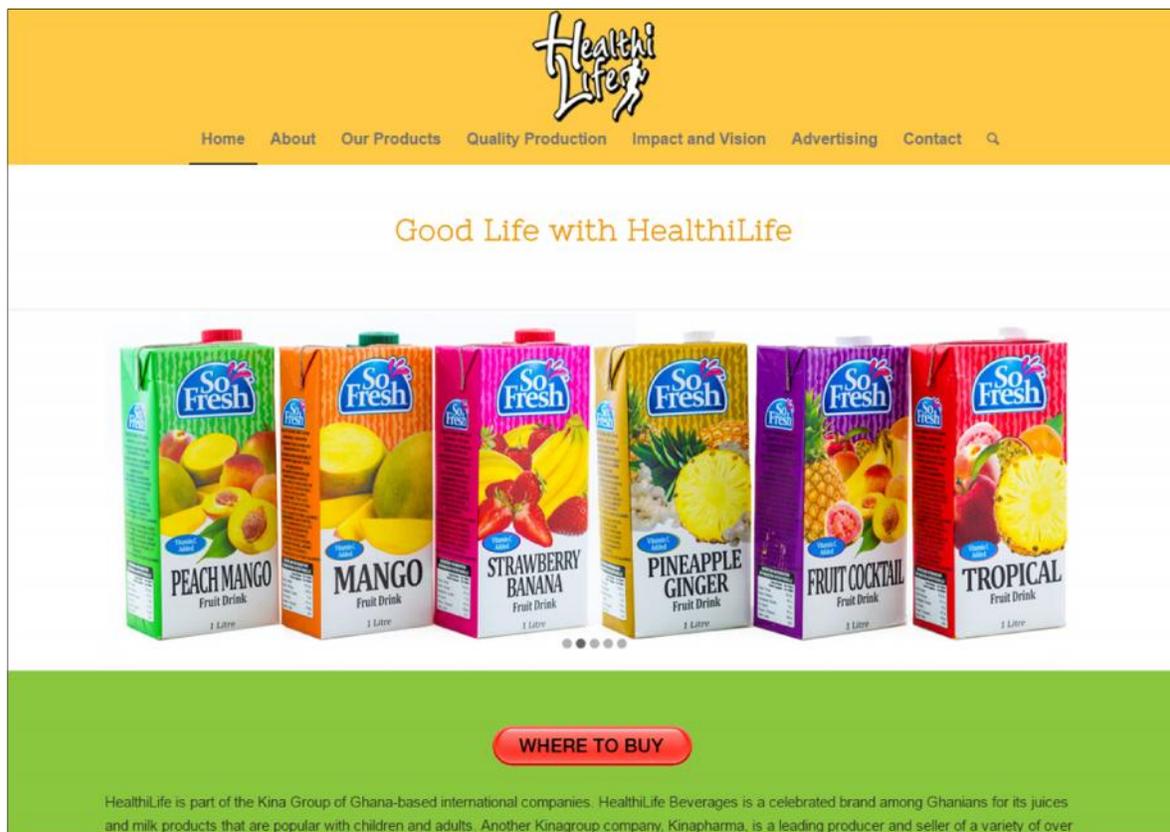
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HealthiLife Beverages is a celebrated brand among Ghanians for its juices and milk products that are popular with children and adults. The company makes its own brands of several juice drinks as well as contract manufacturing for Coca Cola Bottling Company and others. HealthiLife is a 35 million dollar limited liability company.

The challenge was to design a website that captures the spirit of the brand and showcase products that are nutritious and enhance the overall health of Ghanians. This was achieved through the use of vibrant colors and clear product photography. One of the unique aspects of the site is the inclusion of HealthiLife’s highly spirited television and radio advertisements.

With sales in mind, a “Where to Buy” button was prominently included on each page. Production, Impact, and Vision pages were developed to support Kina Group’s ongoing investment opportunities for HealthiLife.

www.HealthilifeGhana.com



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Mr. Nsiah-Poku is the recipient of numerous awards that celebrate his business accomplishments as well as his support of a variety of charities and good works across Ghana.

Upon completion of the websites I was commissioned to create a presentation that showcased Mr. Nsiah-Poku's individual achievements as well as those of the Kina Group. The result was a modern and up-to-date presentation that clearly presented aspects such as Innovation, Corporate Conscience, Global Impact, Strategic Direction, and Marketing.

The presentation featured some new photography that was in keeping with Mr. Nsiah-Poku's corporate image and level of achievement.

