**Brand overview**

Our team chose brand HARBS. HARBS is a cafe born in Japan, pursuing freshness and hand-made quality above all else. The brand one and only wish have been to make customers say “DELICIOUS!” from the bottom of their hearts. HARBS hope customer savor every moment of joy you experience at HARBS. HARBS provide fresh cake, tea, coffee, other drinks, and dishes. HARBS is famous for its absolute freshness cakes.  Each cake is carefully handcrafted from the freshest, select ingredients in order to express the flavors in their natural essence.

**New Product**

For now, the HARBS only has one cake collection which is basic Japanese-style cake. At this time, we want to launch a new collection of seasonal artist cake which represent four seasons. We will choose four artists/artworks (each has some connection with the idea of seasons in traditional Japan), and then print the artworks on the surface of the cake or redesign the recipe to express the resonance between the artist and the idea of seasons.

Spring -- cherry blossom Tsoureki Tomikichiro (March-May)

Summer -- Green tea Monet (June-August)

Autumn -- chestnut flavor pollock autumn rhythm (Sep-Nov)

Winter -- plum blossom Edo “Plum Garden in Kameido” (Dec-Feb)

**Each flavor will start to be promoted 2 weeks before the season coming.**

HARBS has already got an established brand image and awareness in New York City among a niche market. To stimulate better sales revenue, we think it is the best time to have some update for its core product, Japanese cake.

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