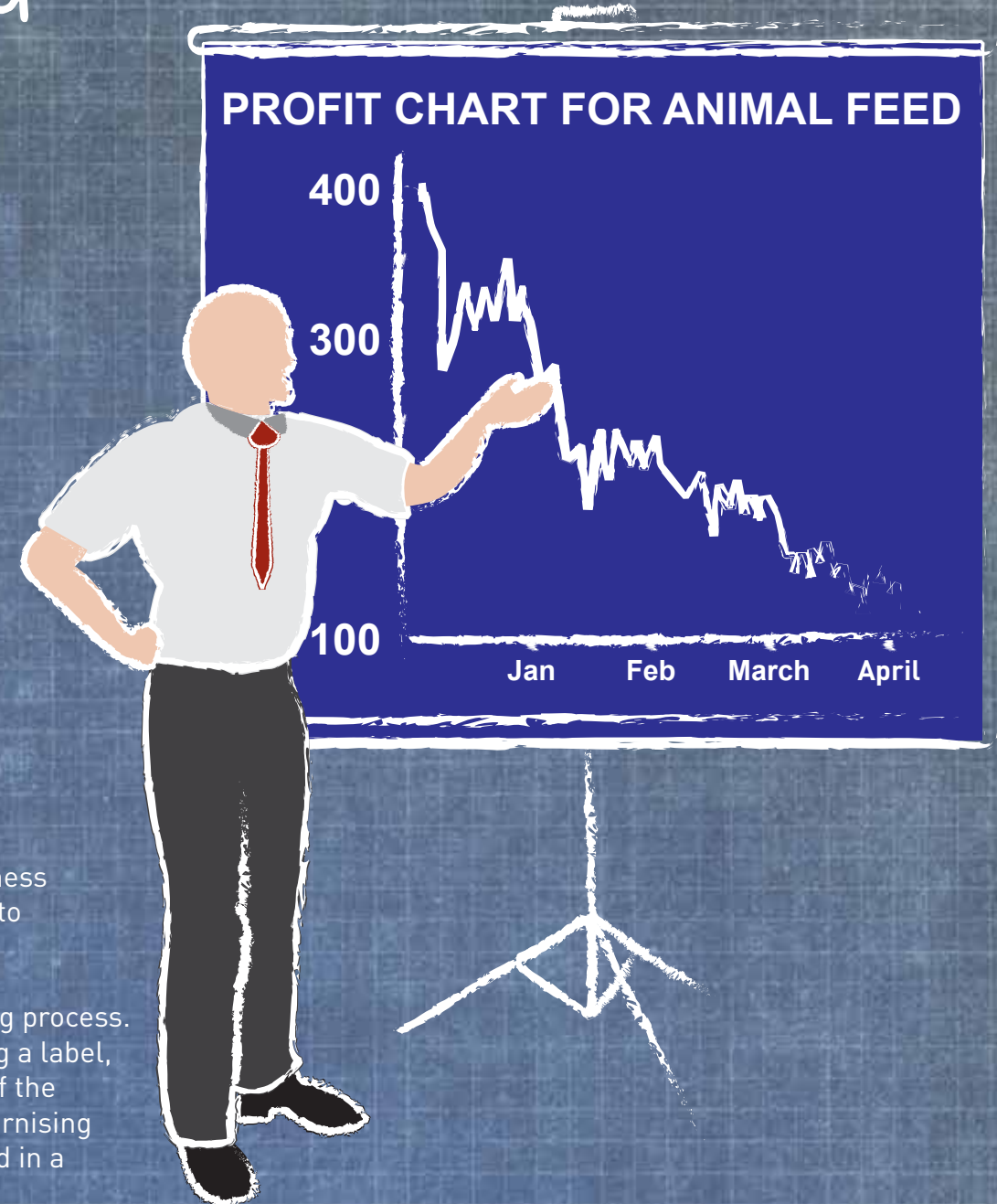
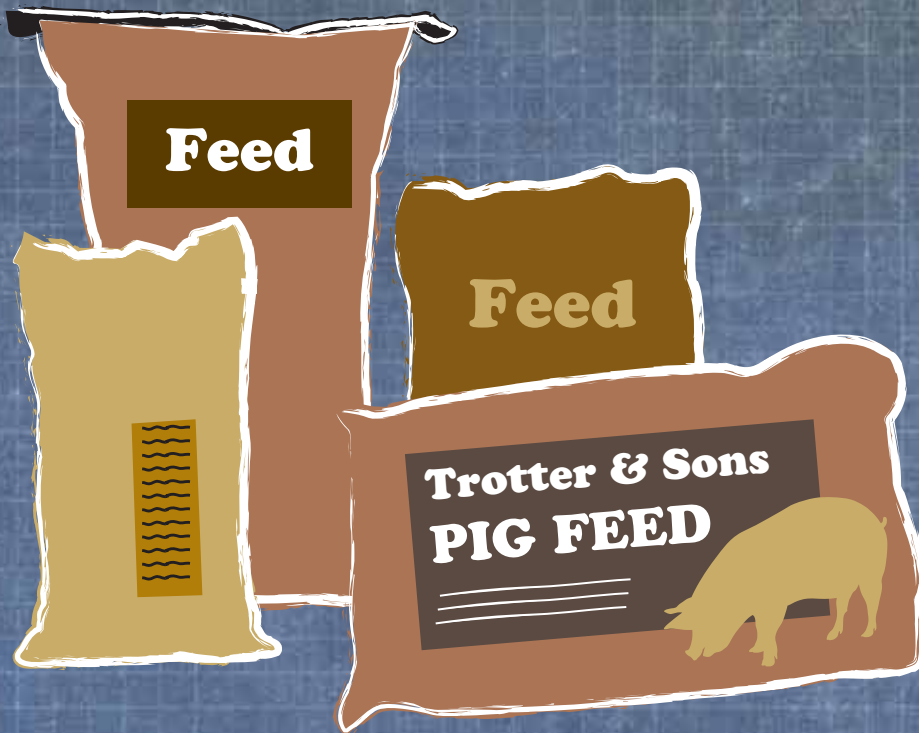


# Trotter & Sons - Pig Feed



## Scenario

The animal feed company you work for has recruited a team of business consultants to advise on how the company can make improvements to increase profits.

The consultants highlighted problems with the quality of the labelling process. They identified inconsistencies, for example some bags were missing a label, while others had been labelled twice. They recommended a review of the labelling process to resolve this problem. They also suggested modernising the pig feed label, including branding, to promote the company brand in a more modern and positive light.