

# Estate Brand & Story Builder

Plantation & Commercial Crops

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Develops brand positioning for estate produce — single-estate story, origin, quality and sustainability cues, name, and messaging — to command a premium. Use it to build a brand beyond commodity selling.

## Purpose of this tool & output

Build a single-estate brand

## How the output is used

Use it to build a single-estate brand — an estate brand and story builder that commands a premium over commodity price.

## Important cautions

Branding must rest on real, consistent quality and honest, substantiated claims; origin, organic and health claims can be regulated. Test the positioning with real buyers before rollout.

## Companion documents

- Plantation Marketing Plan
- Auction & E-Auction Selling Guide
- Direct Buyer & Exporter Sourcing Guide
- Plantation Export Readiness Assessment
- Plantation Export Documentation Kit
- D2C & Online Selling Playbook

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