

INTRODUCTION

The inception years of the 21st century has seen a steady rise of black business activity, across various industry divisions. A whole range of African Caribbean Businesses influence our economy far greater than is often perceived, including Agriculture, Construction, Manufacturing Utilities, Wholesale, Retail, Finance, Insurance, Real Estate and Services.

We therefore recognise the importance for a commercial instrument to stimulate further growth among African Caribbean Interest Organisations & Businesses; hence the birth of Cushi. The development of a business database in the form of a Directory serves as an easy reference point, assisting Business 2 Business opportunities, inspires entrepreneurial activity and promotes individual clientele contact.

FACTS

- ◆ A circulation of 20,000 within the membership and wider community
- ◆ FREE publication
- ◆ Available at places of reference: Community Centres, Churches, Libraries, Universities and Business Centres
- ◆ Endorsed by business leaders in support of the social and economic advancement of African Caribbean people.



COST

£75 inc VAT - SPECIAL RATE Entry (payment by May 31st)

£100 plus VAT - STANDARD RATE Entry (payment by June 30th)

£200 plus VAT - CREDIT RATE Entry (payment by July 31st)

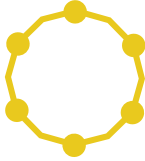
£400 plus VAT - CORPORATE Entry
Full Page Advert (payment by July 31st)

LAUNCH DATE:
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CUSH

Grandson of the infamous Noah, Cush is mentioned in the "Table of Nations" in the Bible (Genesis 10:6 and 1 Chronicles 1:8) and is considered to be the eponym of the noble people of Kush, which many scholars attribute to modern day Ethiopia.



The single-colour circular logo represents six people holding hands in a circle, demonstrating unity, strength and that community which stands together. Contrasting the colour of the logo reflects the defiance and boldness of this group.



The letter "i" pulls on the power of its prominence in our increasingly knowledge-based world. Recognised internationally, and made famous as a brand by business giants such as Apple (i-Tunes, i-Mac, i-Pod, i-Player) this symbolic phenomenon permeates our present age.

In earlier times the "i" denoted a sign for information (think tourists) but it is now becoming synonymous with people at the cutting edge concerning new media communication and ease of access. The text "business and community directory" and the letter "i" share the same colour to depict this link and key to successful business.

Business & Community Directory

The colour of the "i" and the words "business and community directory" are the same as they are linked and define each other.



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