

**Habama** is an African word meaning, "We have done well together!" It's also a new, comprehensive e-business solution for small and mid-sized organizations. Habama wanted a brochure that explained who they are and what they offer in simple, easy-to-follow language. Copy was written in a straightforward manner. Benefits and value propositions are clearly and easily stated with bold, yet simple subheads. Body copy is clear and concise. Habama's reaction? "We have done well together."



### Copy:

**Copy: Ha – ba’ – ma:** interj. (Afr.) "We have done well together!" An expression used by the Dogon tribe of Mali after they complete a mutual transaction and all parties are satisfied.

n. 1. The comprehensive e-business solution for small and mid-sized organizations.

Habama was founded by business owners who were alarmed by the high prices they would have to pay Web consultants to build Internet solutions for them.

Instead of hiring outside help, the founders invented their own solution and then packaged it as a comprehensive set of e-business applications for small- and mid-sized companies.

### **Do Business Better with Habama.**

For many small and mid-sized businesses, Habama is the complete and affordable solution for using the Web to do business better. Organizations can put Habama to work fast, without disrupting their business.

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