EXAMPLE BRIEF

Project / business

Bicycle repair workshop - launch

Brief date

5 November 2026

A working document to set your criteria, on your own or with the people helping you.

01 Offer and customers

What do you offer, and to whom?

Repair and maintain everyday bicycles. Explain the work clearly.

02 Markets and languages

Where and in which languages will the name be used?

People who cycle regularly. Luxembourg; French and German.

03 Desired impression and planned changes

How should people see the business? Which developments are planned?

A practical, reliable service that is easy to contact. Add bicycle collection later.

04 What the name must identify

Company, activity, product, premises; website, email, social accounts...

Repair activity and related services; website, email, telephone and shop sign.

05 Criteria, candidates and possible domains

Concrete criteria; several names and possible domains to examine

A name that works over the phone. An address that is easy to dictate. Keep several names and domains to research.

06 Open questions and next review

Research to carry out, person responsible if useful, date for review

Record exact domains, results and dates. Test practical uses and examine rights. Review the shortlist on 12 November.

A planning framework proposed by Wize, without scoring or certification. It does not replace availability and rights checks.