

CREATIVE

# PORTFOLIO

FIRST CONSULTANTS L.L.C



BY V AND BRUNO

PROJECT 01

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- 2- Company challenges and solutions
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# Introduction

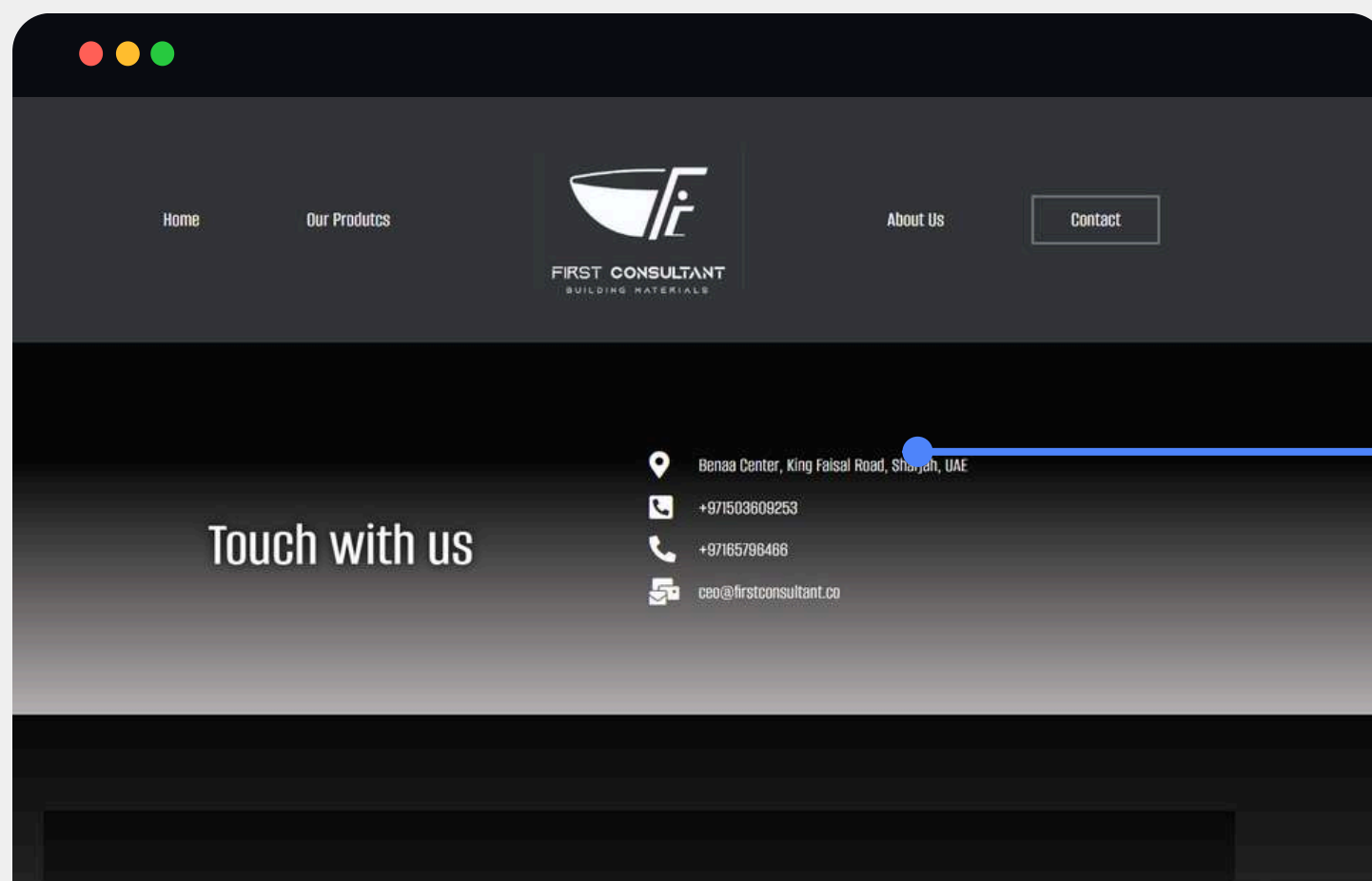
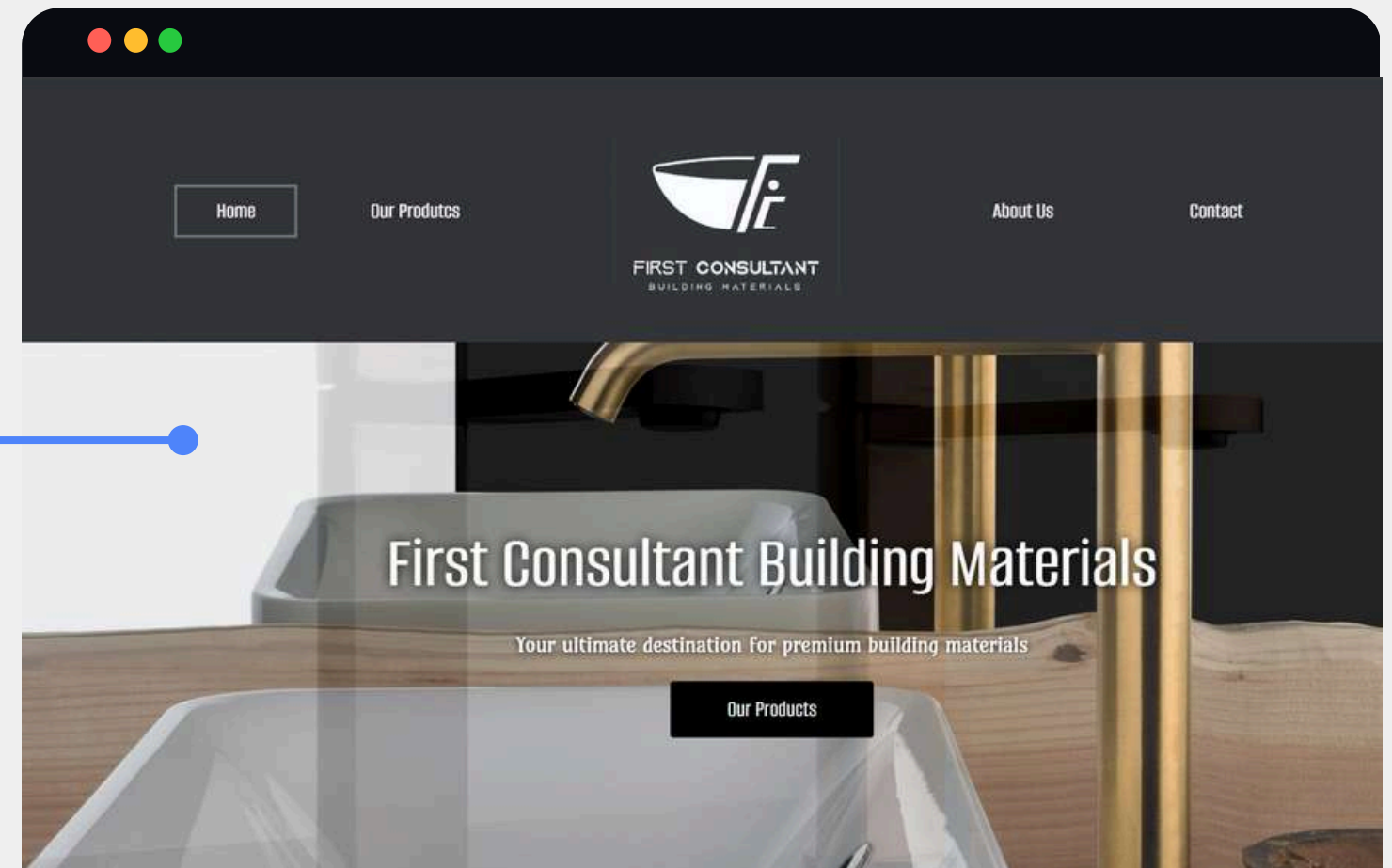
First Consultants is a building materials company based in Sharjah. Specialized in bathroom and kitchen solutions, they partner with top-tier brands such as Toto and Fratelli Frattini to provide top-tier accessories, tiles and interior design layouts for those who crave luxury and comfort.

The owner, Farajjallah, explained that his website didn't proudly represent his company. We suggested Farajallah a full branding makeover and a website remake.



# Old website audit

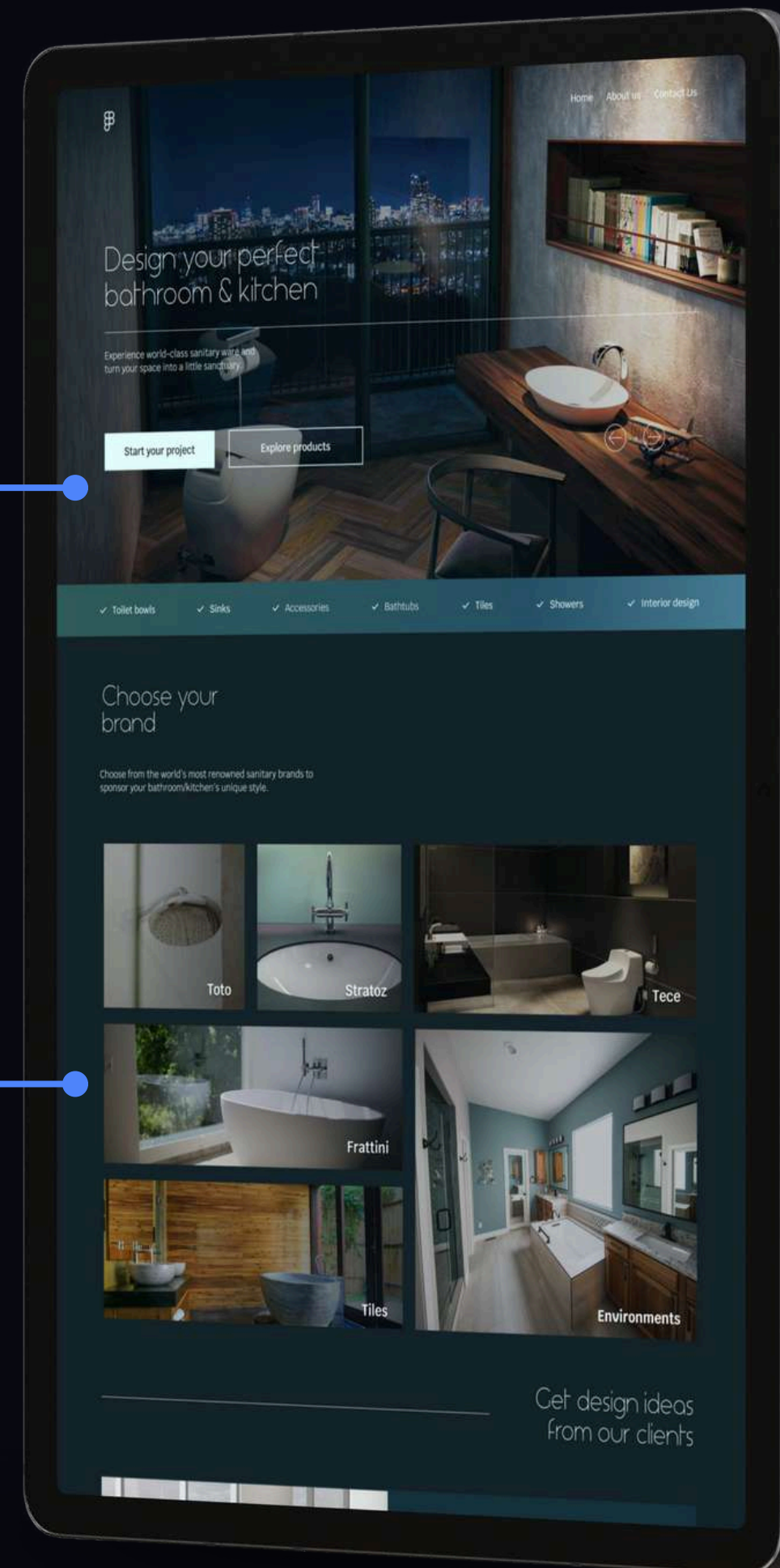
- Static page, outdated design without a clear strategy.
- Low contrast/unreadable text - fails accessibility
- Unclear user flow -fails usability
- Not mobile-optimized
- Inconsistent branding



- Slow loading time: 6 seconds = lost visitors.
- Grammatical mistakes
- Unresponsive buttons and links.
- Image loading errors

# Website remake

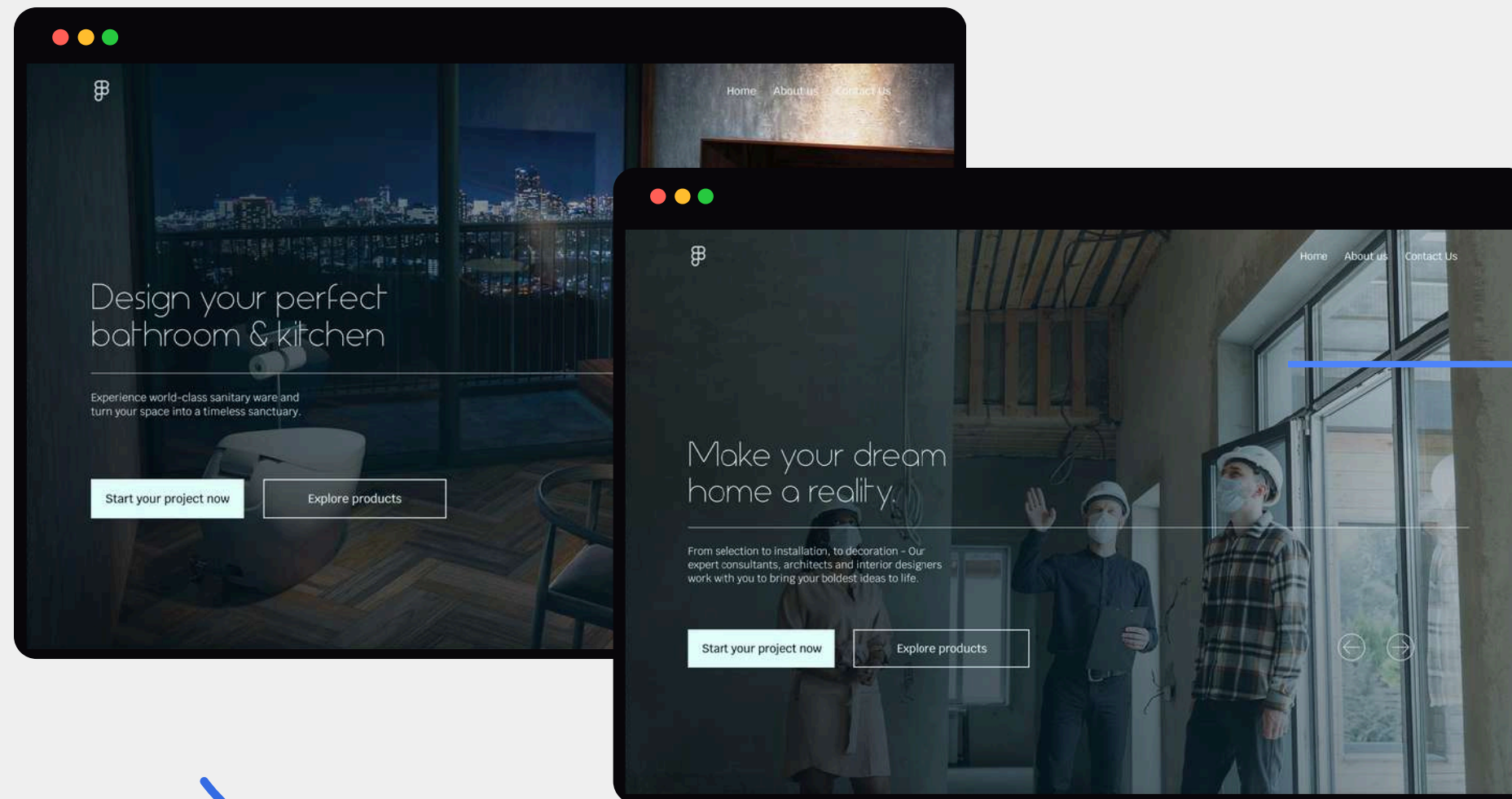
- ✓ State-of-the-art, modern design
  - ✓ High contrast, readable text
  - ✓ Clear call-to-action buttons
  - ✓ SEO refined, smart writing choices.
  - ✓ A shifting gradient that lists all the services/products. Uses space efficiently and makes the website feel alive.
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- ✓ Clients can now download compacted portfolios from the page.
  - ✓ Detailed options for clients = facilitates buying choices





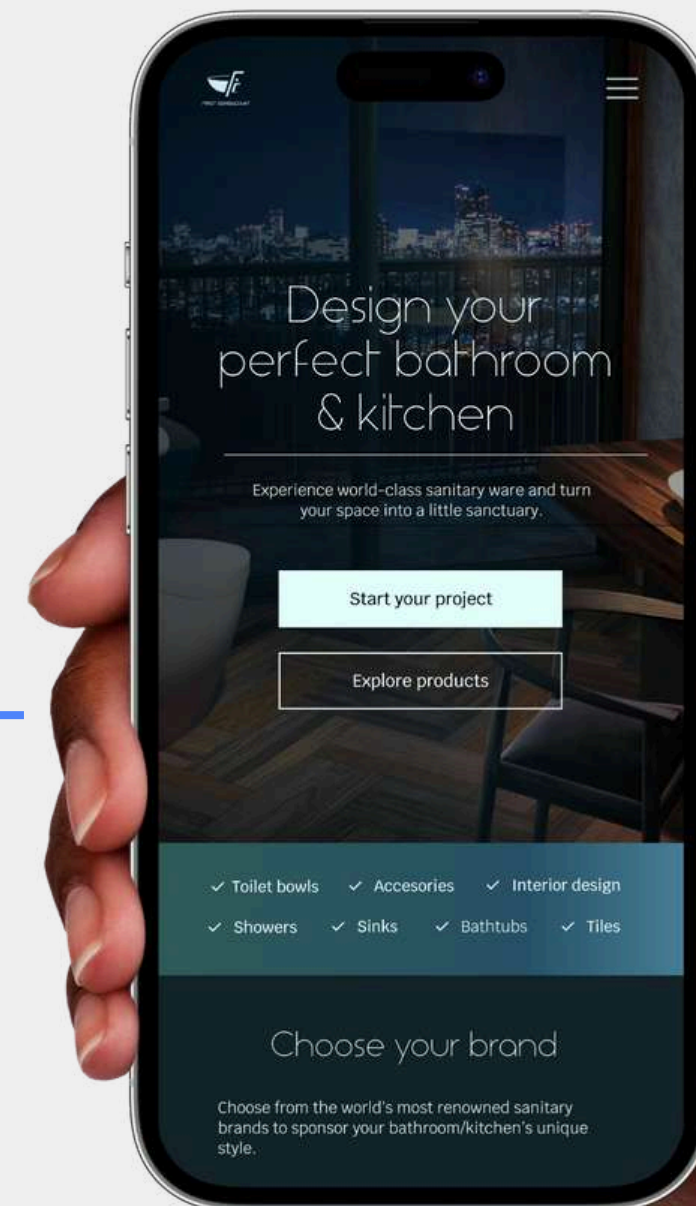
# Dynamic content

A dynamic hero section that provides all the necessary info for clients in just 3 sliders



## Responsive in all screens

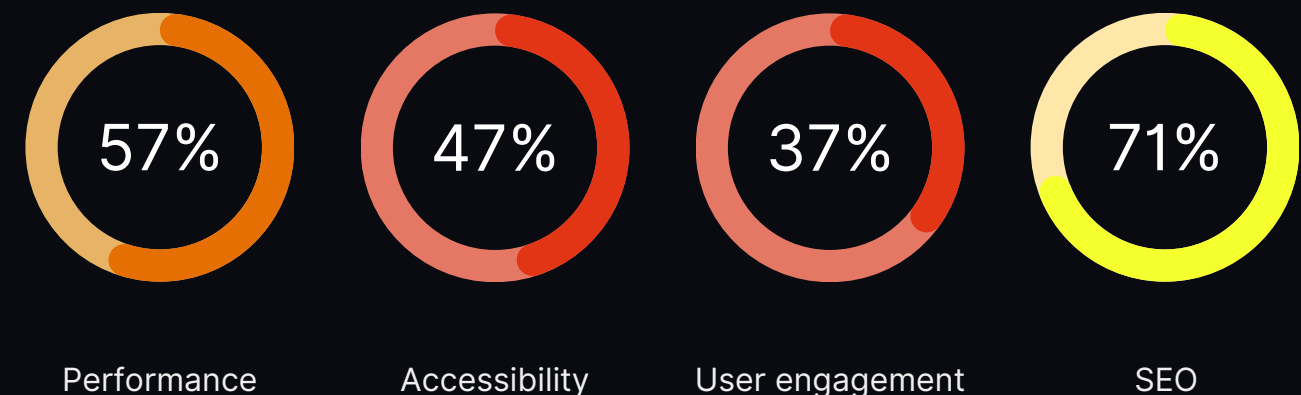
Most users will interact with the website from their phone, so we optimized it for even the smallest screen sizes.



# Old website performance

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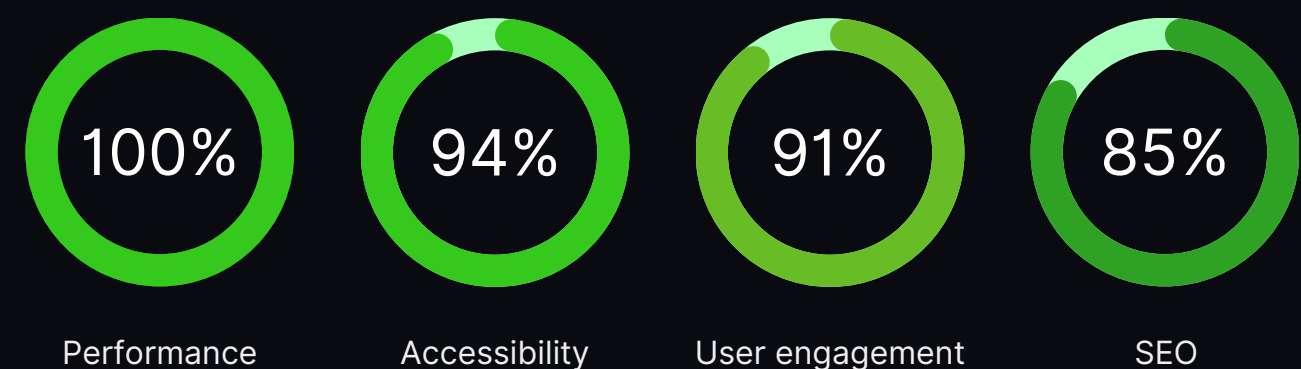
The old website was clearly holding the business back. It loaded slowly, had performance issues, and didn't really invite users to stick around or explore. Accessibility was its weakest point, which meant some users couldn't even interact with the site properly. And while the SEO was decent, the overall experience made it hard to turn visits into actual sales.



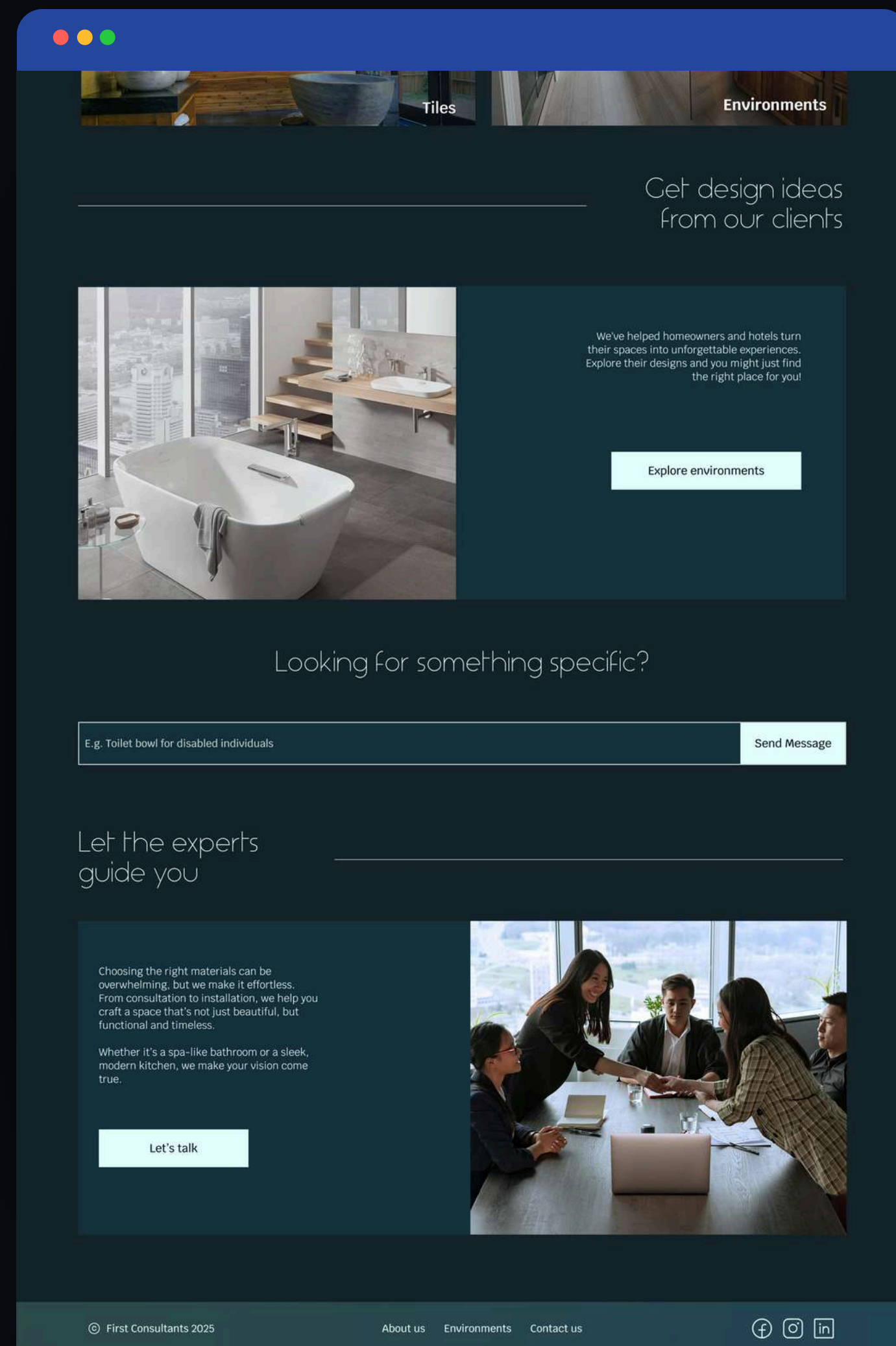
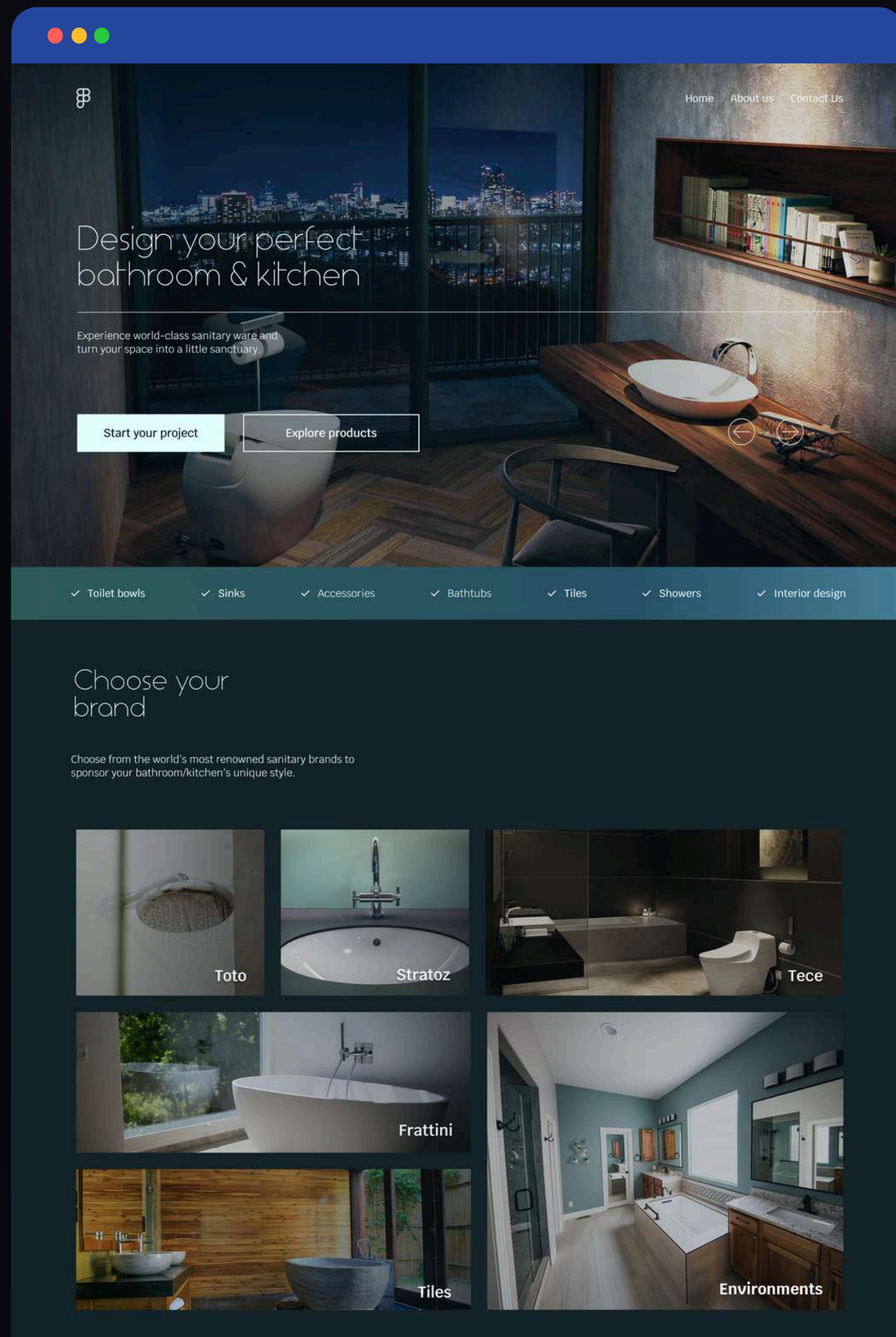
# New website performance

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The new site feels clean, fast, and easy to use—exactly what today's customers expect. People can find what they need quickly, and the improved accessibility means no one's left out. It's more than just a visual upgrade; it actually works better, keeps users engaged, and helps turn traffic into real business.



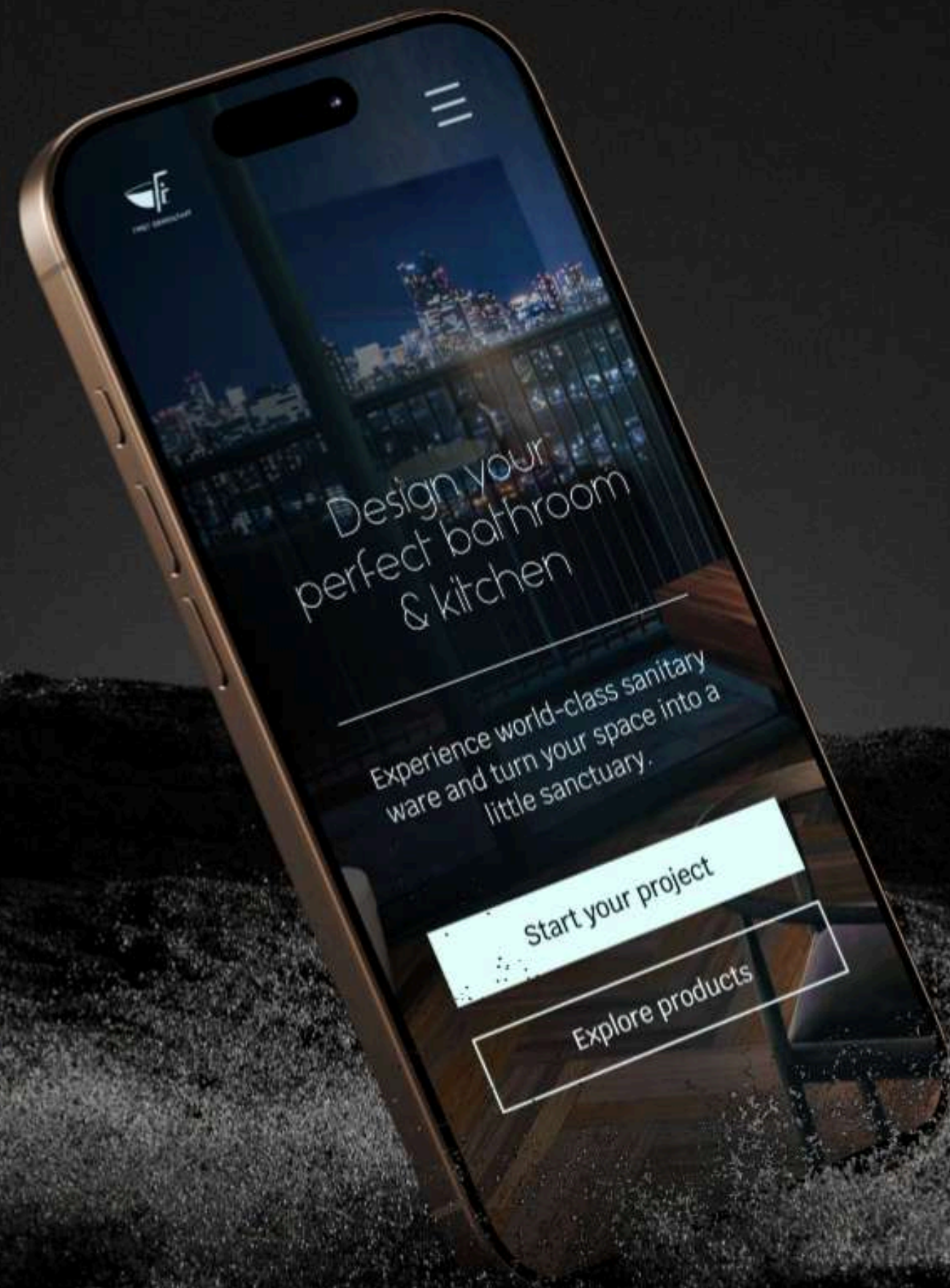














## Welcome to First Consultants



Welcome to First Consultant Building Materials—your trusted source for premium bathroom and kitchen solutions.

From homeowners to contractors shaping iconic projects, we proudly serve those who demand the best. Our materials have brought countless residential and commercial visions to life.

15 Lorem ipsum 80 Lorem ipsum

### ✓ Product Consultation

Our seasoned team will assist you in selecting the most suitable products from our extensive range, considering their specific needs and preferences.

### ✓ Installation and setup

From plumbing to meticulous design choices, we take care of the entire process from start to finish, ensuring perfection down to the smallest detail.

### ✓ After-sales excellence

But our business doesn't end after the setup, we ensure that everything is working smoothly through consistent communication with our clients.

## Passion for Perfection

At First Consultant Building Materials, we don't just provide products—we help create spaces that feel like home, that inspire, and that stand the test of time.

Our journey began with the belief that elegance, functionality, and technology can effortlessly intertwine.

With years of industry experience, we aim to make first consultants a beacon of reliability and value in the realm of construction materials.



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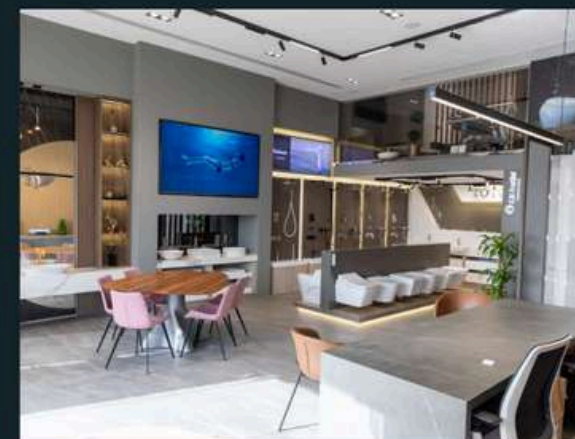
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## Get in touch with us



### Contact Information

Telephone

Email: 123@firstconsultants

Whatsapp: 35435654

### Social media

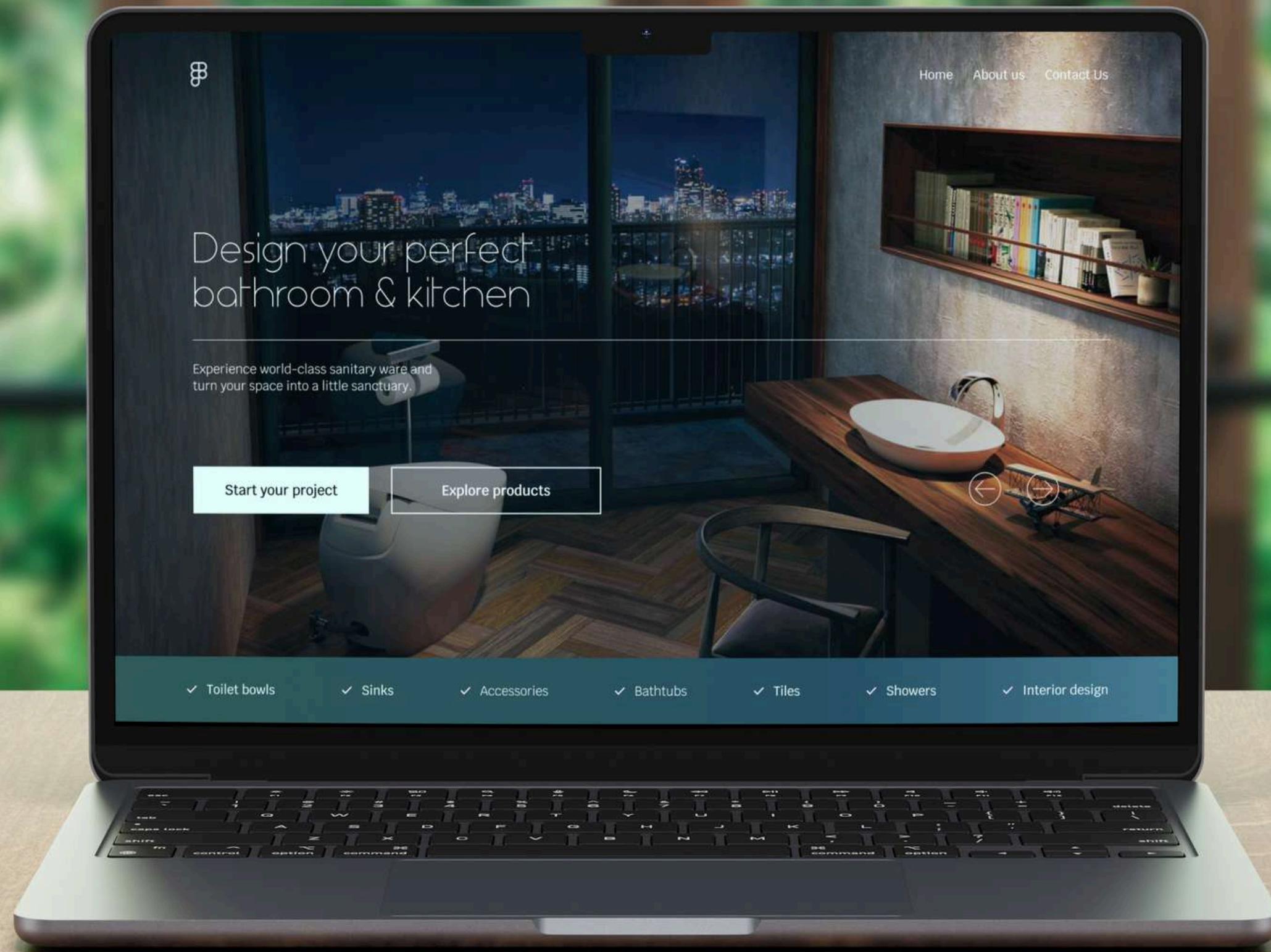
Insta: @firstconsultants Tiktok: @firstconsultants

### Visit our showroom

(Link to showroom)

Book meeting







# Closing remarks



First Consultants and V&Bruno team in a photo

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## Farajallah Kharma

### CEO and Founder of First Consultants

"For a whole year, I was stuck with an unprofessional, low performing site that damaged our brand. But thanks to V&Bruno I have a website that I'm proud to show to my clients. You're a very talented team and I wish you the best in your endeavors."

## Gabriela and Vladimir

### Founders of V&Bruno

We really enjoyed working with First Consultants. Our time together built a long-lasting connection, and they made us feel like a true part of their team. This kind of bond sets the tone for how we aim to work with future clients; collaborating closely to create something meaningful together.