

# Crave

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## The Importance of Visual Aesthetics

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You and your girlfriends are walking downtown searching for a place to enjoy sushi and drinks after work. Conveniently, you run into two sushi restaurants within a few feet from one another! Tough choice? Not really. The answer is obvious; your girls choose the restaurant with appealing décor that just so happens to be playing “your song,” rather than the uninviting restaurant just a few shops away. Whether we care to admit it or not, we have all been guilty of choosing one thing or another based on aesthetics and presentation. When it comes to your business, you want people to CRAVE your business and make y the obvious choice.