**[Good Faith Thrift Shop/Amity Thrift Shop]**

Website Proposal

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| **Context** |
| Amity is composed of stores that sell  used goods, with the intent of providing less expensive clothes then full line name brand stores.. This store is a subcategory of the Used Goods Stores industry with the intent allocate a significant portion of their revenue to charitable activities. |

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| **Purpose** |
| To bring awareness and consciousness to less expensive clothing options. Poverty is a large issue in American society today and that's due to rise in expenses and inflation for items such as clothes. This website will bring awareness to the impoverished communities that there is availability of these items  in the local Good faith Thrift shop. You can save money on unnecessary purchase of name brands and reduce your carbon footprint by buying second hand items and reusing materials. |

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| **Target Audience** |
| Target audience is customers who seek less expensive secondhand options. Thrift stores cater to adhering to a wide variety of customers who are seeking unique items, high quality goods at lower prices or to reduce their carbon footprint by recycling clothing and other goods. In addition, the cycling of trends has also contributed to demand for thrifting. Younger generation that look for vintage cheap options. Movie studios that need clothes for scenes. As clothing designers have borrowed designs and elements from past ages, thrift stores have become popular places to find authentic styles from different eras that appeal to current trends. Growing disposable income and consumer spending has also benefited the industry by increasing the number and size of purchases at industry establishments. |

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| **Visitors' Motivations and Goals** |
| The lower class, impoverished people. Mothers who have kids and can't afford name brands. Families with large amounts of kids as well. Homeless men and women who may not be able to afford new clothing. Domestic abuse victims who may need a fresh start can gather their wardrobes and any other home materials they may need as they sometimes start with little to no money. Goals may be to secure clean clothes for normal day to day use, job interviews, and or special occasions where they may be able to afford nice clothes. |

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| **Information Requirements** |
| Customers would like to know the locations of where they can purchase clothes. They would also like to know types of clothing such, men women children sizes and be able to compare prices to large name brands. |

**References**

**Thomas, Bridget . (2022, May). *Thrift Stores in the US*(OD5525) [U.S. specialized industry report].IBISWorld. https://my-ibisworld-com.mimas.calstatela.edu/us/en/industry-specialized/od5525/about**