

# **HOLY ANGEL UNIVERSITY**

**Presented to the Faculty of the School of Computing  
Holy Angel University  
School Year 2023 - 2024**



In Partial Fulfillment of the Requirements for the Course  
**Web and Advertising Publishing Concepts**

Submitted to:  
**Mr. Rene Laguna Jr.**

Submitted by:  
**Buan, Enrico JR.**  
**Guiao, Princess Aira**  
**Ocampo, Aiko S.**  
**Paldeng, Carl Lester**

Course Code and Section:  
**2161 – WD-302**

Date Submitted:  
10/28/2024



## Table of Contents

<b><u>Company Overview</u></b> .....	<b>1</b>
<b><u>Company Logo</u></b> .....	<b>2</b>
<b><u>Infographics</u></b> .....	<b>3</b>
<b><u>Business Cards</u></b> .....	<b>4</b>
<b><u>Advertisement Posters</u></b> .....	<b>5</b>
<b><u>Website Navigation</u></b> .....	<b>6</b>
<b><u>Landing Page</u></b> .....	<b>6.1</b>
<b><u>Feature Page</u></b> .....	<b>6.2</b>
<b><u>Products List Page</u></b> .....	<b>6.3</b>
<b><u>Registration Form</u></b> .....	<b>6.4</b>
<b><u>Age Verification</u></b> .....	<b>6.5</b>
<b><u>Contact Form</u></b> .....	<b>6.7</b>
<b>Customer list</b> .....	<b>6.8</b>
<b>Customer Message</b> .....	<b>6.9</b>
<b>Email Marketing</b> .....	<b>6.10</b>
<b>Social Media</b> .....	<b>6.11</b>
<b>Location of the Store</b> .....	<b>6.12</b>
<b>Other Feature's</b> .....	<b>6.13</b>

**4K VAPE SHOP**

**Description of the company**

4k Vape Shop is a retail store specializing in vape products. They sell a variety of vape devices, e-liquids, and accessories, and possibly offer services like customization or repair for customers who are seeking alternatives to tobacco products or those already experienced with vaping and seeking a reliable provider, for their vaping supplies.

The store is owned and managed by the Sagun sisters, with knowledge of the vaping sector and a dedicated to delivering top-notch customer service. In-depth expertise on the products at the store. Can provide tailored suggestions to customers according to their specific requirements and tastes.

4K VAPE SHOP not just offers a variety of products. Also ensures a pleasant and inviting shopping experience for the customers. Even though the shop is a small place they ensure that the products are well arranged in a layout that facilitates customers in locating their desired items easily.

They prioritize business practices by strictly following all laws and regulations governing the sale of vaping merchandise in their store's policies and operations. Additionally, they extend a loyalty program. Run promotions for their valued customers to foster long-term relationships and boost sales. By updating and posting their products on their social media.

## **HOLY ANGEL UNIVERSITY**

4K VAPE SHOP is Located at Barangay Margot AC, the shop operates from 10:00 AM to 10:00 PM daily. They handle customer inquiries and concerns in person at their physical store. The business has been operating for 6 months. They promote products on their Facebook page to reach potential customers and offer incentives like a chance to win a brand new shirt with purchases.

### **Current Logo of the Company**



**Created Logo for the Company**



The "4K Vape Shop" logo consists of a contemporary logo design using a combination logo design, having both text ("4K Vape Shop") and image elements, and in particular, having the stylized vape device circumscribing the text, which results in a solid logo composition.

The logo is designed to represent vapor with a bright pink neon outline cloud shape. The background is dark, deep blue, contrasting the neon pink and bright blue. The logo is sleek and trendy. The vape devices used for the logo design are different shades of blue and pink to offer some variety while continuing the completely cohesive unified color scheme.

The font style used with the text is pixelated, which seems to be inspired by game fonts, and this could be to capture the youthful demographic into gaming or with the ability to appreciate digital art. The "4K" in the middle kind of has more script of a font, however, it counterbalances the relatively heavier "VAPE SHOP," thus giving the image a little more flair.

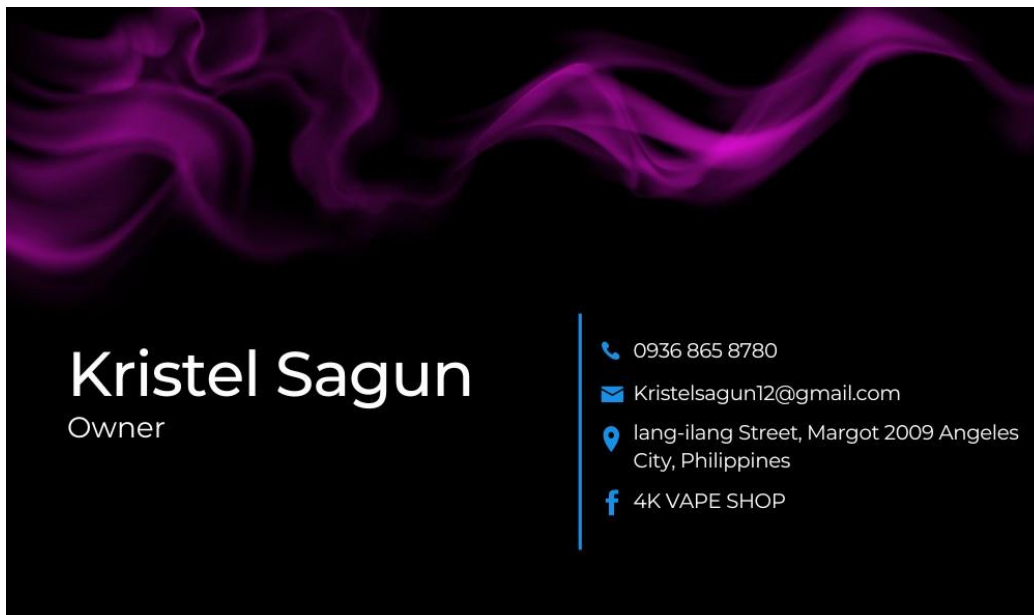
The main semiotic sign that can be identified in the advertisement is the neon cloud: the viewer, seeing a cloud of vapor at once, recalls the use of the vaping device. Outside the cloud, there are several stylized icons of vaping devices placed to emphasize the vaping products of the shop. They are straightforward and identifiable; they contribute to the overall branding process. The logo is provided in a format with the size of the picture being 500\*500 pixels, which can be easily adapted for web and social networks.

This logo is a modern style of vaping, mostly using neon lights and vapor. Neon Cloud is an obviously derived name from the vapor clouds of vapes, and the pixelated font also draws the spirit of the digital age. The other objects surrounding the vape devices were used to help bring out the theme that the brand would appeal to, while the color scheme used was to make the logo as attractive and contemporary as possible owing to the themes associated with vaping.

## Infographics



**Business Cards**





Advertisement Posters

~SPECIAL SALE~

GET YOUR VERY OWN  
ELITE 8000 MIXED  
BERRIES, LEMON COLA  
AND LYCHEE FOR  
**50% OFF!!**



0936 865 8780  
KRISTELSAGUN12@GMAIL.COM  
LANG-ILANG STREET, MARGOT 2009 ANGELES CITY,  
PHILIPPINES  
4K VAPE SHOP



ELEGANCE MEETS  
PERFECTION

AVAILABLE TO BUY NOW AT  
4K VAPE SHOP!

THE ALL NEW UZOQ NEVOK  
DISPOSABLE POD 10000!



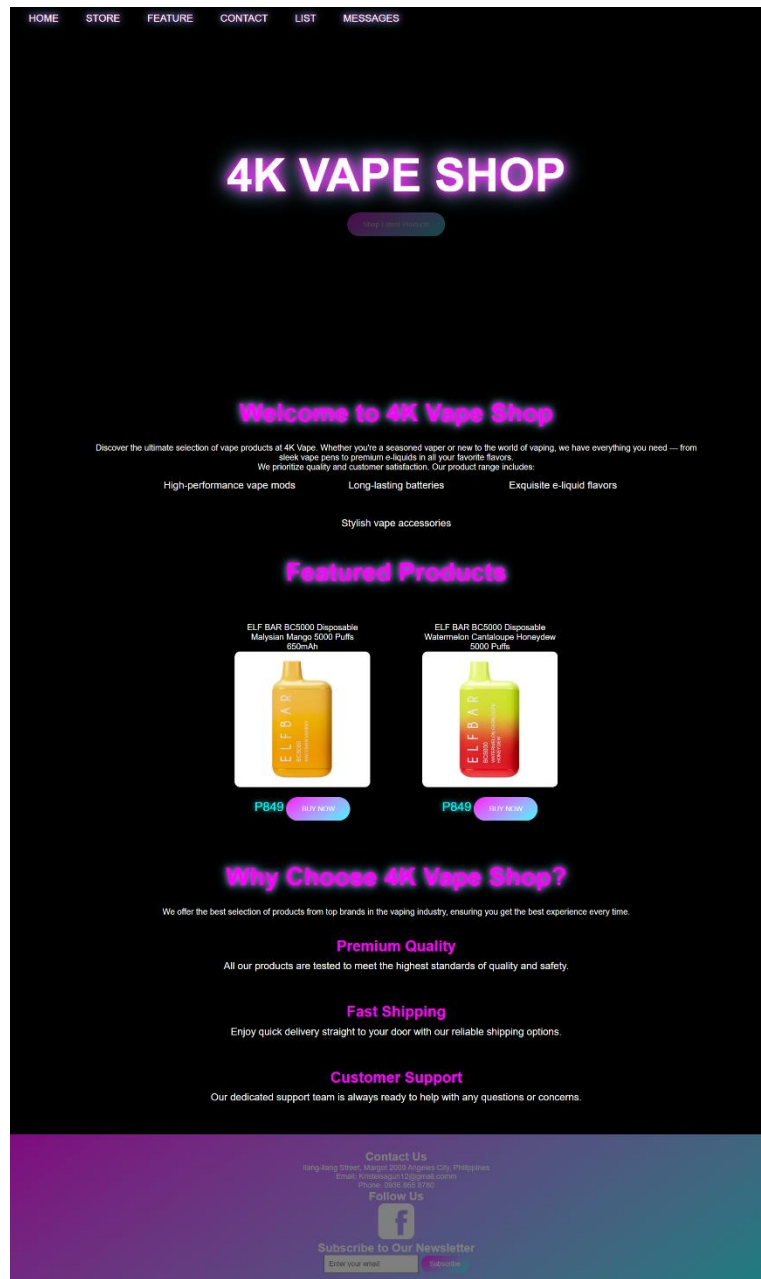
STARTING AT ₱499!

0936 865 8780  
KRISTELSAGUN12@GMAIL.COM  
LANG-ILANG STREET, MARGOT 2009 ANGELES CITY,  
PHILIPPINES  
4K VAPE SHOP



## Landing Page

- The home page showcases a selection of featured products prominently displayed. These products are curated to attract user interest and may include bestsellers or new arrivals. This section is designed to capture attention and encourage exploration of the shop's offerings. Alongside the featured products, there will be marketing content that includes promotions, special offers, or information about the vape shop's unique selling points. This marketing information aims to inform users about current deals and highlights the benefits of shopping at "4K Vape Shop." Below the shop's name, "4K Vape Shop," a search button is available for users to quickly find specific products or categories. This feature enhances the user experience by allowing easy navigation and quick access to desired items.



## Feature Page

[HOME](#)
[SERIES](#)
[FEATURE](#)
[CONTACT](#)
[LIST](#)
[MESSAGE](#)


# 4K VAPE SHOP

Logo

Explore Our Original


## VAPE TIPS

YOUR ULTIMATE GUIDE TO VAPING



**WHAT IS VAPE?**  
A vape is an electronic device that heats e-liquid to produce vapor, which users inhale. It offers a nicotine alternative to traditional cigarettes and can be customized with various flavors and nicotine levels.

**Charge Your Device Properly**  
Always use the charger provided by the manufacturer to avoid battery issues. Overcharging can damage the battery and reduce its lifespan.





Resistance	Power	Notes
0.1Ω	20W	High power, low resistance
0.2Ω	10W	Medium power, low resistance
1-2Ω	1-2W	Low power, high resistance

**Monitor Nicotine Intake**  
Choose an appropriate nicotine level based on your needs. Start with a lower strength if you're new to vaping to avoid overconsumption.

**Store E liquids Safely**  
Keep e-liquids in a cool, dry place, away from direct sunlight. Always store them out of reach of children and pets.





**WHAT IS THE BEST WAY TO STORE E-LIQUID?**






**Follow Battery Safety Guidelines**  
Never use a damaged battery or expose it to extreme temperatures. If your battery becomes hot during use, stop immediately and check for issues.

Check this out!







Watch Our Cool Videos Here!

0:00 / 0:15



0:00 / 0:14

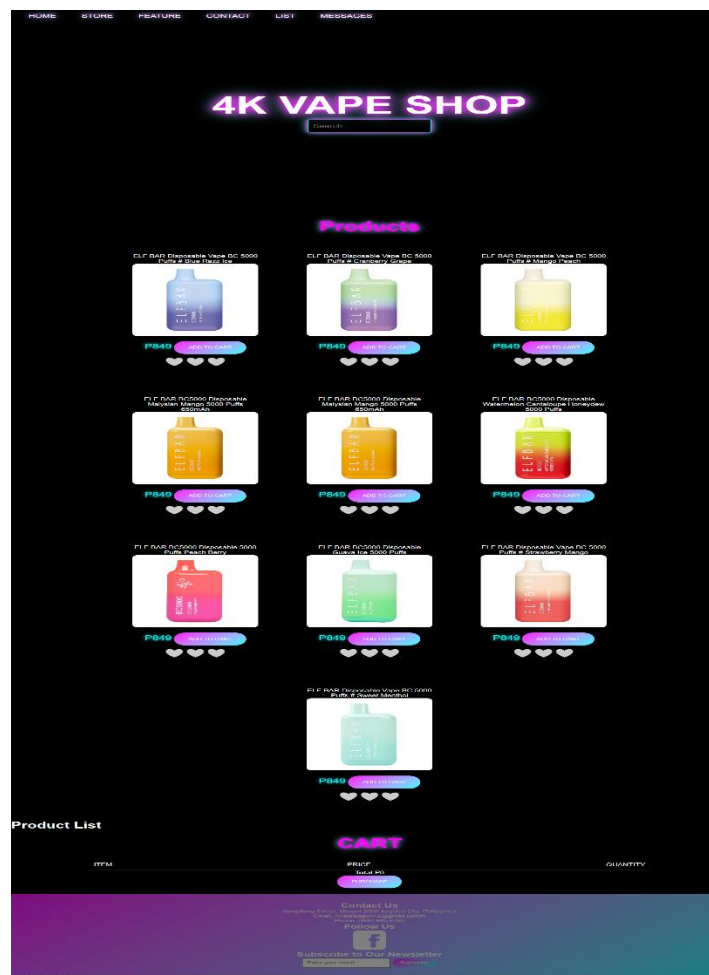


**Contact Us**  
4K VAPE SHOP  
1234 Main Street, City, State, ZIP  
Phone: (123) 456-7890  
Follow Us

Subscribe to Our Newsletter  
Enter your email

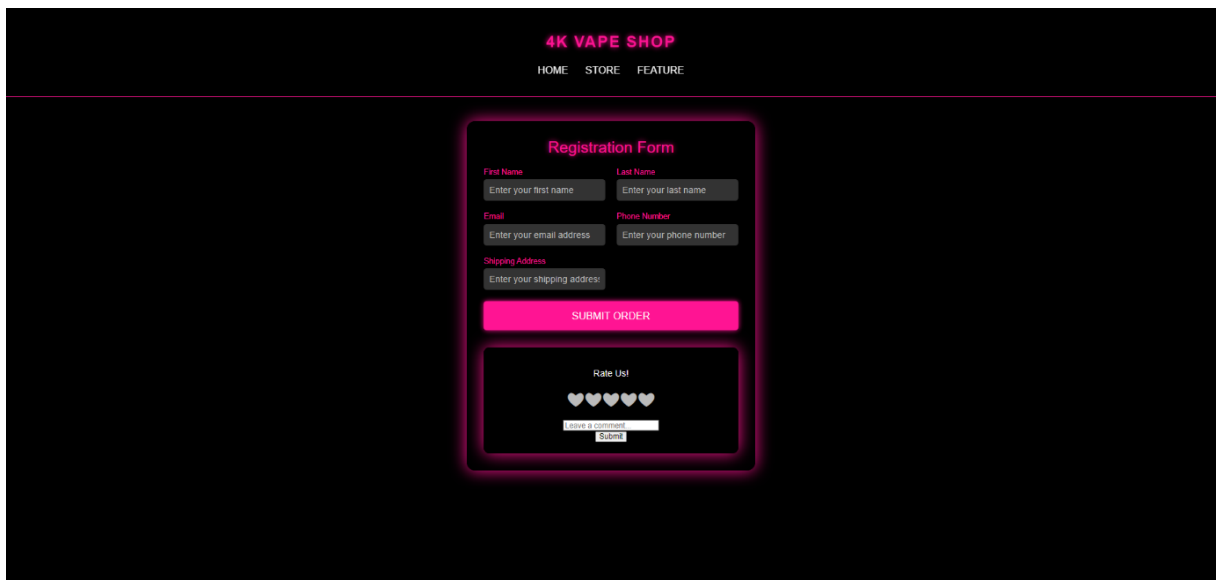
## Products List Page

- The product page will display all available products, each accompanied by a clearly labeled product name to help users identify items easily. This organization ensures that customers can browse through the offerings efficiently and find what they are looking for without confusion. Each product will have its price displayed prominently below its name, making it clear to customers what they will be spending. This transparency in pricing is essential for building trust with potential buyers. Underneath each product, there will be a heart-shaped review section where customers can leave their ratings or feedback on the products. This feature not only helps other customers make informed purchasing decisions but also encourages engagement and interaction with the shop. A search button is provided at the top of the product page under the "4K Vape Shop" title, enabling users to search for specific items efficiently. This functionality is vital for a seamless shopping experience, allowing customers to quickly locate products they are interested in. Each product will have an "Add to Cart" button, allowing users to easily select products they wish to purchase. This straightforward feature simplifies the purchasing process, encouraging users to complete their orders without hassle.



## Registration Form

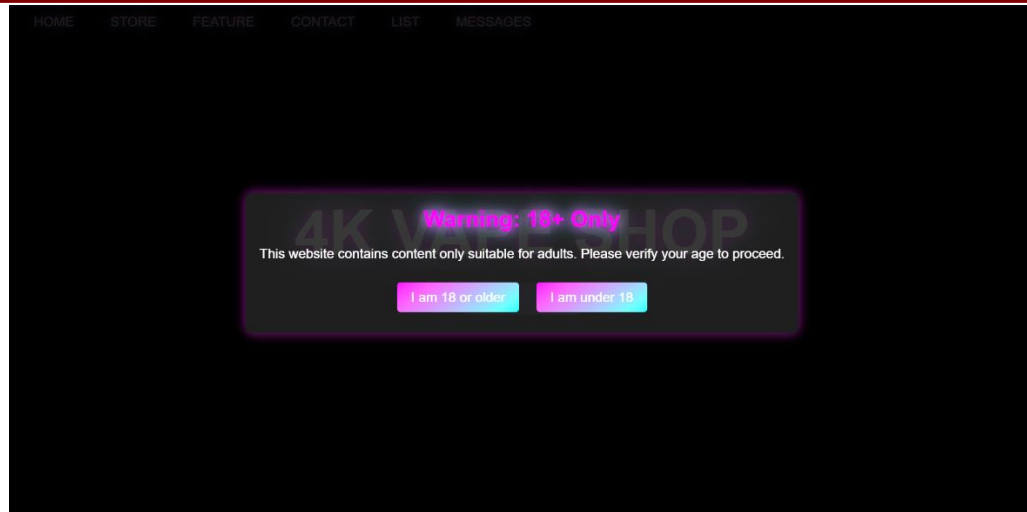
- The registration form includes fields for first name, last name, email, phone number, and shipping address, allowing users to provide essential information for their orders. Additionally, there is a heart-shaped "Rate Us" button with a message below it, encouraging feedback on their experience. Finally, a prominent "Submit" button allows users to complete their registration and place their order.



The screenshot displays the registration form for '4K VAPE SHOP'. The form is centered on a dark background. At the top, the shop's name '4K VAPE SHOP' is written in pink, with navigation links 'HOME', 'STORE', and 'FEATURE' below it. The form itself has a pink border and contains the following fields: 'First Name' (with placeholder 'Enter your first name'), 'Last Name' (with placeholder 'Enter your last name'), 'Email' (with placeholder 'Enter your email address'), 'Phone Number' (with placeholder 'Enter your phone number'), and 'Shipping Address' (with placeholder 'Enter your shipping address'). Below these fields is a prominent pink 'SUBMIT ORDER' button. At the bottom of the form, there is a 'Rate Us!' section featuring five heart icons, a text input field for 'Leave a comment', and a 'Submit' button.

## Verification

- **Age Verification Warning:** Upon navigating to the login page, users will see a prominent age verification warning. This warning informs users that they must be at least 18 years old to access the site due to regulations surrounding vaping products. **18 and Above:** If selected, users can proceed to log in. **Below 18:** Selecting this option will prevent access to the site, accompanied by a message stating that individuals under 18 are not allowed to purchase or view products on the site.



## CONTACT FORM

- The contact page will feature a form that includes essential fields for users to enter their full name, phone number, and email address, ensuring personalized communication and facilitating follow-ups. A text area will allow customers to freely express any inquiries or messages, enhancing overall communication with the shop. Additionally, there will be a dropdown or checkbox selection for users to indicate their preferred method of receiving marketing communications, such as email or SMS. At the bottom of the form, a prominent "Submit" button will enable users to easily send their information and inquiries directly to the shop.

A screenshot of the contact page of the 4K Vape Shop. The page has a dark background with the shop's name "4K VAPE SHOP" in large, glowing red letters at the top. Below the name is the heading "Contact Us" in red, followed by the subheading "GET IN TOUCH" in red. The form contains several input fields: "Full Name" with a placeholder "Enter your name", "Contact Number" with a placeholder "Enter your phone number", "Email Address" with a placeholder "Enter your email address", and "Your Message" with a placeholder "Your message to us...". There is also a "Preferred Marketing Platform" section with a dropdown menu showing "Email Marketing" and a "Submit" button in red. At the bottom of the page, there is a footer with contact information: "Contact Us", "Bungibung Street, Alangit 2000 Angeles City, Philippines", "Email: 4kvapecity@gmail.com", "Phone: 0945 840 8785", and a "Follow Us" section with a Facebook icon.

## CUSTOMER LIST

- The Customer List contains essential details about each customer, including their name, email address, and the date they joined the shop. This information helps in tracking customer engagement and tailoring marketing strategies. It also allows the shop to maintain a database for effective communication and relationship building.

HOME STORE FEATURE CONTACT LIST MESSAGES		
Customer List		
Name	Email	Joined
Aiko Ocampo	aikoocampo@gmail.com	2024-10-01
Aira Gulao	airagulao11@gmail.com	2024-10-02
Carl Paldeng	carlpaldeng6@gmail.com	2024-10-11
Enrico Buan	enribuan30@gmail.com	2024-10-28

## CUSTOMER MESSAGES

- The Customer Message section records important interactions, showcasing the name, email address, message, and the date sent by each customer. This helps the shop respond to inquiries efficiently and maintain a record of customer feedback. It enhances communication and ensures that customer concerns are addressed promptly

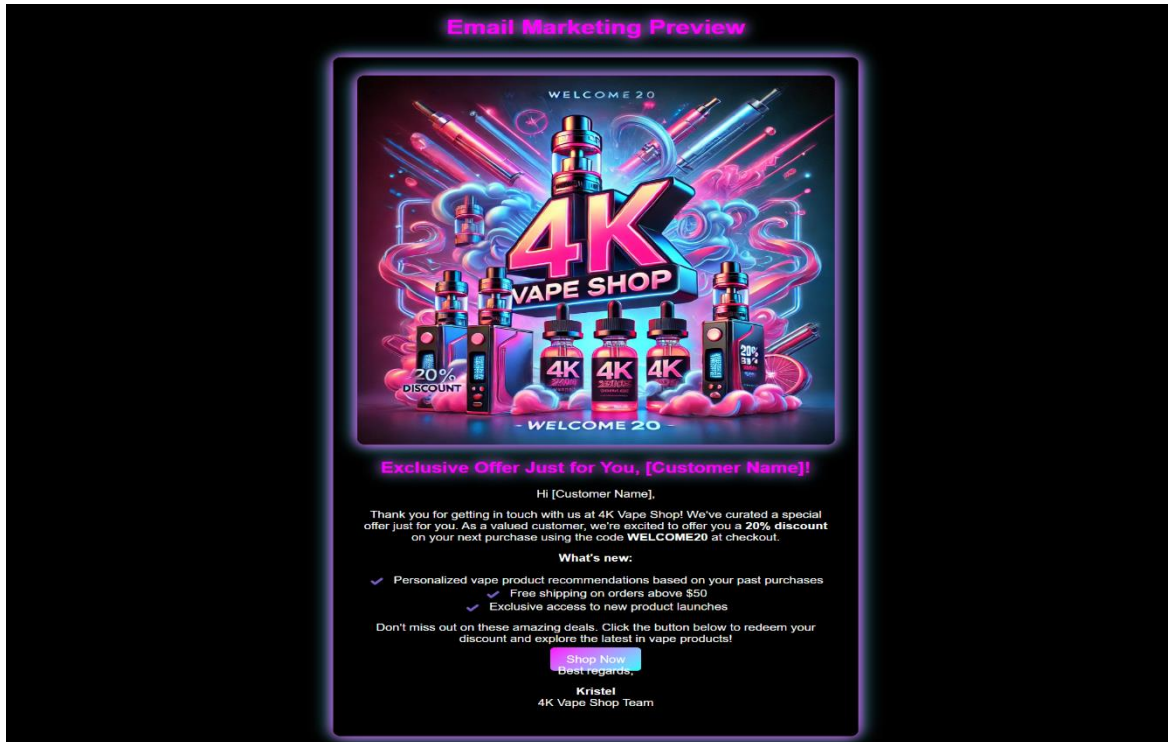
HOME STORE FEATURE CONTACT LIST MESSAGES			
Customer Messages			
Name	Email	Message	Date Sent
Aiko Ocampo	aikoocampo@gmail.com	Interested in your products!	2024-10-25
Aira Gulao	airagulao@gmail.com	Do you have any discounts?	2024-10-26
Aira Gulao	airagulao@gmail.com	Hello, I was wondering if you have any new flavors or limited-edition vape products in stock. Could you please send me more details?	2024-10-27
Aiko Ocampo	aikoocampo@gmail.com	Could you explain your return and refund policy? What if I receive a product that doesn't work properly?	2024-10-28
Carl Paldeng	carlpaldeng6@gmail.com	I'm interested in buying your products in puff. Do you offer wholesale pricing or discounts for larger orders?	2024-10-29



# HOLY ANGEL UNIVERSITY

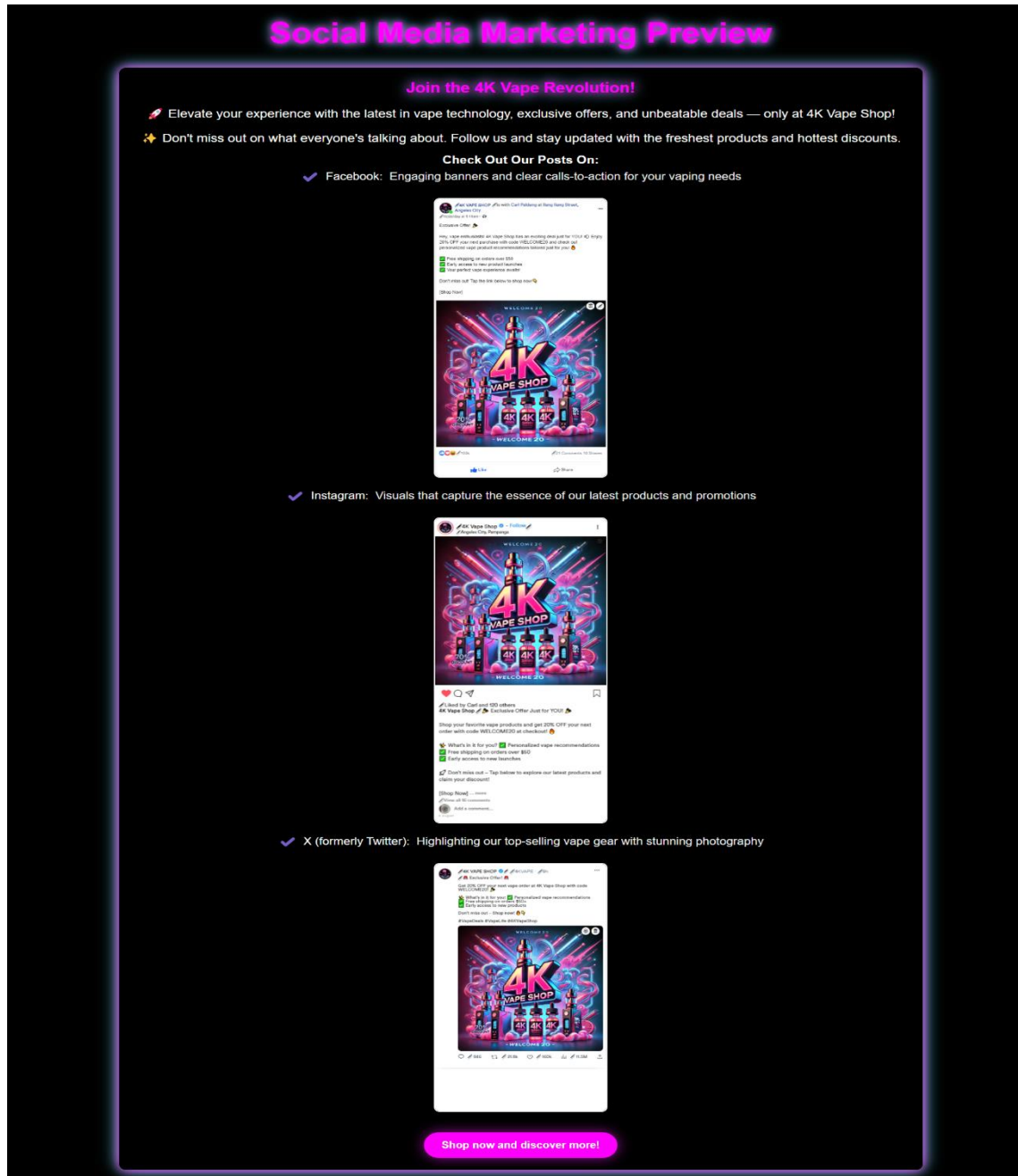
## EMAIL MARKETING

- The Email Marketing section provides a preview of marketing campaigns aimed at engaging customers. It features a "Shop Now" button, encouraging immediate purchases from promotional emails. This strategy aims to drive traffic to the store and boost sales through targeted marketing efforts.



## SOCIAL MEDIA

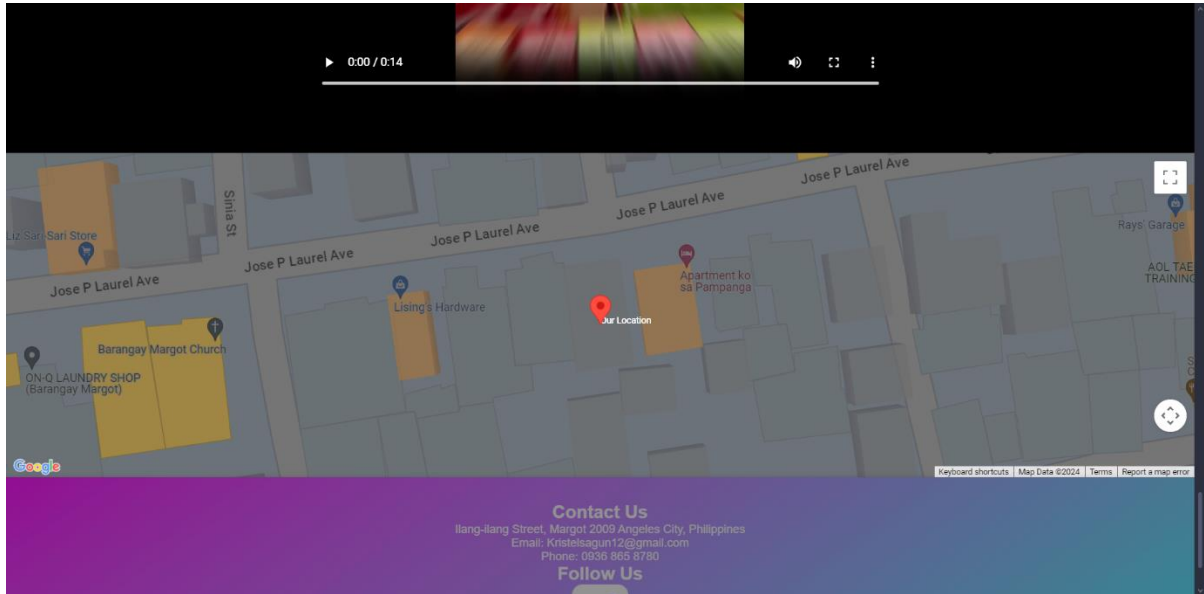
- The Social Media section displays previews of ongoing marketing campaigns across various platforms. It includes both a "Shop Now" button and a "Discover More!" button to encourage user interaction and exploration of the shop's offerings. This approach helps to expand brand reach and engage with a broader audience.



## OUR LOCATION

- The Our Location section presents the shop's address in an API format for easy integration into digital maps. This allows customers to find directions quickly and efficiently. Providing location information enhances customer convenience and accessibility to the store.

# HOLY ANGEL UNIVERSITY



## OTHER'S FEATURE

- The Other Features section includes the shop's business card, showcasing essential contact information and branding. It also highlights the email and social media marketing features that support customer engagement strategies. This multifaceted approach ensures effective communication and enhances the shop's online presence.

