**Individual report**

**M.C.T.V – Enhancing the website**

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**Abstract:**

My reasoning for creating this report is to outline why my idea for the use of spending the €100000 payment on the upgrade of our basic website and the implementation of cloud based servers and online payments. This will greatly benefit M.C.T.V in many ways and I feel it’s more important than any other option that is currently available. I will cover why we will both make the most profit and why it will increase our available customers.

**Introduction:**

Our website is not a good example of an efficient website. While users may be able to view products and read about the company, a website should be able to do so much more. We use the basic version of WordPress. This is a free and easy to use website creation centre. While it’s not a bad way to make a website, it’s missing valuable functions that I feel our customers should be able to do such as shopping online, creating accounts, viewing video tours etc. We will then host our website on the “cloud”.

The cloud is using a network of servers hosted on the internet to store and manage our website rather than storing it on our own local servers or a computer. There’s many benefits to storing on the cloud –

* The suppliers of the cloud computing will have automatic updates on their servers which include security, making this the most time efficient and easiest option.
* We can access our data from anywhere if it stored on the cloud. This gives us the ability to do more work together and increases our collaboration.
* Cloud computing is more secure than having all of our data stored on a single computer/servers. We can access our cloud on any device and even remote wipe data from lost laptops so we never get our data stolen.

With benefits however, there is also some disadvantages:

* Cloud computing relies on our Internet to connect. If our internet is slow or suffers from crashes, we will be unable to connect.
* Security breaches are possible. If a data breach occurs, our data could be compromised.
* There are some hidden fees which make cloud computing somewhat expensive if certain limits are exceeded (E.g. If our data goes above our contract, we will be charged extra)

Overall I feel cloud computing is a good move for our company.

**Main body –**

A new website would greatly benefit our company in many ways. We would gain more customers as we would have another platform(e-commerce) other than customers physically having to enter our shop. This will allow users to order their device for collection or buy online and get it delivered to their house. I feel that a clean, professional looking website would also influence consumers into visiting our store as It would let them know we are a fully functionable, trustworthy store. Anyone can create a free website and set up a website as simple and plain as ours, but if we invest in the upgrade of the website we can let our consumers know we are safe.

**Cost –**

There are two ways that we can upgrade our website:

Buying a business version of a website creator or hiring someone to code our website.

I will go through the benefits of each and give my personal preference.

**Website creator–**

The example I will be using here Is WordPress. The business version of WordPress is valued at €300 a year. This has everything from Email and live chat support to unlimited storage. We can also integrate taking in online payments using either PayPal or a plugin called WooCommerce. This allows us to set up our virtual shop and allows us to start accepting online payments.

**Coded website –**

Our coded website would be a lot more expensive. There is no set price for our website cost, this all depends on who we hire (experience, quickness etc.) and how much we want on our website. Our website could potentially cost between €5000-€10000. While this is the most expensive option, it is also the best. All the websites may have similar impressive looks but a coded website boasts the best “back end” (what the user cannot see) features. Having our own coded website allows us to easily integrate online payments and easily allows us to host our website onto the cloud.

While overall they are both good options, I feel a website builder would be our best option. It is the best value for money and although it may not be as good as a coded website, it still houses many benefits. As we have already set up our free account of WordPress it will be easy to transition into a business account on this platform over any other. It will also give us flexibility as if we or our customers don’t like our Initial website, WordPress allows us to easily change and modify it as often as we want and how we want.

**Our choice –**

I feel out of all the custom website builders WordPress is our greatest choice. However, I will talk about more than just WordPress to greater broaden our choices when it comes to custom built websites.

**Wix –**

This is a website creator very similar to WordPress. Wix’s website is customised by dragging what you want, where you want. Wix costs €294 a month, which is slightly cheaper than WordPress. This doesn’t have as much features such as live chats, but what it does have is an option for our website to be professionally reviewed. This will allow us to get an unbiased critique of our website all incorporated into our Wix package. Wix also comes with an easy to use online store which will help us dive into the e-commerce scene.

**Weebly –**

Weebly is another website builder. It is similar to Wix as it is a drag and drop. Like Wix it also has its own online store making payments easy. Weebly is a very strong e-commerce website as it has advanced tools such as real time shipping, coupon codes, multiple currencies etc.

Weebly itself will put us back €360 a year but it comes with many benefits the other website builders don’t have. With our package we receive €100 credit worth of google ads which will pull in more users to our website. We will also get €96 worth of email marketing aswell. These are very beneficial as they are increasing the number of users we get on our website.

SquareSpace -

Squarespace is probably the most professional looking of all the website creators. It has a tonne of features such as advanced security, abandoned cart recovery, integrated accounting and many more. SquareSpace will cost €360 a year. It uses Stripe which accepts credit card payments directly into our bank account and if we ever need to switch plans we can easily do it on their website using their site manager.

After reviewing all the other website builders, I still feel that WordPress is the best choice for our website. It’ll be the easiest for us to set up and will also let us set up our online store. We can begin accepting payments as soon as we set up our WordPress and start making more money via online transactions.

**Why a website –**

As said above, a website will bring in a new marketspace. It allows us to open our products to people who would never come to our store before. This will increase the amount of sales of our products and increase our profit. Since the WordPress website is inexpensive, this gives us a good margin to invest in cloud software and more stock as I expect our sales figures to rise because of the upgrade of our website.

My website is our first move in moving into cloud computing. When we make profit from the sales we can further advance our company with Roberta, Liam and Derek’s idea’s but right now the website is crucial. A better website also lets us update our consumers on our future plans and how we will continue to improve as a company. Also updating new potential customers on things like our location may bring more people to our business. Overall a new website is a crucial move in moving forward in the future and I feel it’s the most important move for us to succeed in a world consumed by technology.

**References –**

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