BakerC1216  
M4LAB – Website project proposal

For Independent Contractors

# Overview

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|  | [Use the overview to provide a brief summary of the reason for the proposal, and how you can best support the client’s needs. You can expand on this summary throughout the rest of the proposal.] |

BakerC1216 is pleased to submit this proposal for services to support Java House Coffee Shop in achieving its goals for improving customer satisfaction by creating a new system for customers to obtain information improve the customer experience through convenience and accuracy.

## The Objective

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* Need #1: improve response time for customer questions
* Need #2: improve menu confusion by consolidating menu items
* Need #3: decrease volume of calls but creating a centralized location of information

# Our Proposal

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| --- | --- |
|  | [Provide background information, including a brief background on your company and your understanding of the client’s needs and specific issues to be addressed. You may also choose to include the results of any related research, project history, and additional factors that impact the client’s needs, such as socio-economic trends or impending regulations.  Show your understanding of the benefits the client can expect. For example, describe the risks--what might be lost--if appropriate action is not taken and compare this to the benefits they can achieve with a positive course of action. If applicable, identify potential areas of concern for the client and how you can address them. Such items may be fundamental issues that appear trivial, but are often overlooked by competing proposals.  Describe how your capabilities and proposed solution align with the client’s goals for the project, including how your qualifications can uniquely address the current opportunity.] |

Java House Coffee Shop has a well-deserved reputation for quality customer service. However, faced with changes in distribution systems, Java House Coffee Shop faces the possibility of decreasing sales revenues due customer perceptions of slow service.

We have developed solutions to help businesses stay ahead of customer satisfaction trends and propose that Java House Coffee Shop implement my website design.

## Rationale

The focus of this site is to help the quality experience of Java House Coffee Shop by allowing the staff to prioritize their workload to in store operations. The sites ease of use will allow for customer to see menu items and information on specials, open mic night, etc.

## Target Audience

Our target audience for this site are the no nonsense customers. The straight forwardness of this site is what will appeal to the everyday Joe. Java House customers are customers that know what they want and this site will streamline that, which equates to more money.

# Site outline

* Page #1: Homepage – central component of the site.
* Page #2: Menu – Lists shops menu items
* Page #3: Music – Dates and contact information for open mic night
* Page #4: Jobs – employment opportunities