

**EXTERNAL PROJECT:
BY: IEISHA BENNETT**

PROJECT PROPOSAL:

The proposal for Everything Is Good Smoothies Shop website is to create a platform that offers a wide variety of healthy and delicious smoothies for users, and customers to purchase.

ASSUMPTIONS:

- Description
- Statement of Need
- Goal
- Objective
- Target Audience
- Information

DESCRIPTION:

To provide information and
resources on all things
related to smoothies.

Including health benefits of
incorporating smoothies
into your diet.

STATEMENT OF NEED:

To provide valuable resources and inspiration for individuals looking to incorporate more fruits and vegetables into their diet. For individuals seeking healthy meal alternatives.

GOAL, OBJECTIVE & TARGET AUDIENCE

6

Goal	Objective	Target Audience
To promote Everything Is Good Smoothies Shop website.	To provide customers with a convenient and user-friendly platform to discover and purchase a variety of delicious and nutritious smoothies options.	<ul style="list-style-type: none">• Athletes• 18 to 45 years male and female• Those looking to improve their health

INFORMATION:

- Name of the organization: Everything Is Good Smoothies Shop
- Address: IMED 1316
- Contact Information: Leisha Bennett
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