STRATEGY

* To create a website to showcase the butcher shop.
* The ability to browse the special offers in store.
* The aim is to generate more exposure of the butcher shop and the products and services available.
* Foley’s Butchers would like to educate the public in organic products.
* To introduce a new social media following for updates on the special offers in store.
* To showcase a gallery of images of appetising foods.
* To provide the public with knowledge of the areas of the animals to which each cuts originate.

**Relevance of content:**

The content will be relevant, as the type of products on offer are a weekly purchase in nearly every household, and the site will be aimed at all age groups as products are available for all different taste buds. The site will be easy to navigate, it will be click and go to where you want to get to. The majority of the website will be structured on the one page so scrolling up and down will be smooth and seamless, with the addition of a gallery page and a rewards sign up form.

**Why is it special?**

Foley’s of Duleek are special in that they offer premium quality local and irish products which are Organically farmed and full traceability. They provide a specialist cuts service where the consumer can select the cuts of their choice, with an area of the website dedicated to educating the consumer in the location of the specific cuts of the animal carcass.

Foley’s offer seasonal special offers and can provide meat packs for corporate barbeque and dinner events on request. Whole carcass deals can be requested on contacting Foleys.

At Foley’s loyal customers are rewarded with a loyalty rewards scheme where the consumer can accumulate points with every purchase and avail of further discounts and special offers only available to members.

Future Developments of the website will include an online purchasing and delivery service for all the products on offer. A members area or forum will also be created so members can interact and use it to monitor the rewards points collected and to exchange the rewards points for discounts and members only offers, and also for publishing their own recipes for sharing with other members. A strategic research process will be enacted to get as many views as possible as to how we can instil the required content for the user.

**Why would you want this?**

With online retail sales up to approximately 20% of the current retail market, an online platform to showcase the products and services, is keeping the business in line with modern times. With the ability to view available products and future plans to expand the website into an e-commerce platform where the user can purchase the products and have the option of local delivery or collection.

With the additional members area login, loyal customers can be rewarded for their custom and avail of coupons for the e-commerce platform in addition to the special offers and discounts as outlined previously.

**What makes a great experience?**

1. The ability to view all your favourite products in the one place.

2. Having the personal choice of which meat’s you want to buy.

3. The ability to collect rewards points as you shop for future discounts and special rewards offers.

4. When the members area is up and running, it will act as a meeting point for Loyal rewards members who can share recipes.

5. Being able to purchase all your favourite meats carved to your liking and delivered to your door.

**What can the user expect?**

Does it offer me what I want?

Yes, to have the function to be able to view all the local and organic products on offer.

As a user I expect to see –

Visually, the main meat types and other relevant food content e.g. some pre-packaged foods, frozen foods range, dry foods and condiments range, and special offers. The website also provides a background story on the sourcing of the products available.

Can I contact somebody? – Yes, there is a contact us area where you can sign up for rewards membership, or they can contact the shop via the contact numbers, email or social media links found in the footer.

What can I learn? – The website houses a specific section dedicated to illustrating the different cuts on the carcass, and a descriptive section outlining the source of each product and a further video gallery for organic farming related content.