

## Introduction

In this proposal, I will discuss the enhancement of the Abstract Group's website to include in header a Navbar “**company**” with several key sections: "Our Team," "Our Vision," "Why Trust Us," and "Careers." This update aims to provide potential employees and clients with comprehensive information about our company's leadership, mission, values, and career opportunities.

### 1. Identifying the Problem and Introducing the Solution

#### ***Problem Identification***

The current Abstract Group website lacks a comprehensive company page with detailed sections about our team, vision, trust factors, and career opportunities. This omission can lead to missed opportunities in attracting top talent and potential clients who are interested in learning more about the company's leadership and mission. This gap was identified through feedback from potential job applicants and clients who expressed a desire for more transparency and detailed information about our company.

#### ***Proposed Solution***

To address this issue, I propose the addition of a header company page with the following sections:

- **Our Team:** Featuring detailed information about our co-founders and key team members.
- **Our Vision:** Outlining the company's mission, values, and long-term goals.
- **Why Trust Us:** Highlighting our credentials, client testimonials, and case studies to build credibility.
- **Careers:** Listing current job openings, company culture, employee testimonials, and application instructions.

These enhancements will provide a more complete picture of our company, making it more attractive to potential employees and clients.

## 2. Elaborating on the Proposed Solution

### *Our Team*

- **Co-Founder Details:** Detailed biographies of each co-founder, including their backgrounds, roles, and contributions to the company.
- **Key Team Members:** Information about other key team members and their roles within the company.
- **Photos:** Professional photos of the co-founders and key team members.

### *Our Vision*

- **Mission Statement:** A clear and concise mission statement that reflects the company's purpose and direction.
- **Values:** A list of core values that guide the company's operations and culture.
- **Long-Term Goals:** Information about the company's long-term objectives and strategic vision.

### *Why Trust Us*

- **Credentials:** Details about the company's certifications, industry affiliations, and recognitions.
- **Client Testimonials:** Testimonials from satisfied clients to build trust and credibility.
- **Case Studies:** Case studies showcasing successful projects and client outcomes.

### *Careers*

- **Job Openings:** A dynamic list of current job openings with detailed descriptions, requirements, and application instructions.
- **Company Culture:** Information on the company's values, mission, work environment, and employee benefits.
- **Employee Testimonials:** Stories and testimonials from current employees highlighting their experiences and growth within the company.
- **Application Process:** Clear instructions on how to apply, including a contact form and links to external job posting sites if applicable.

### **3. *Workflow and Costs***

Implementing these changes will require collaboration between the web development team, the HR department, and the marketing team to gather the necessary information and design the new sections. The costs will include web development hours, content creation, and potential marketing efforts to promote the updated website. However, the investment is expected to yield significant returns in terms of attracting high-quality job candidates and clients.

### **Conclusion**

The implementation of a detailed navbar “company” is expected to significantly enhance the user experience, attract top talent, and improve client engagement.