**Chamber of Commerce Site Plan**

This site plan gives the description of the chamber of commerce site though changes will be made as need arises during the development (CI/CD).

**Site Name:** Benin City Chamber of Commerce

**Site Purpose:** This website will serve as a resource center for businesses in Benin city. The site will provide information on local events, host networking opportunities, create business directories, and encourage local shopping. It aims to promote local economic growth, support local businesses, foster a sense of community between the businesses and a strong connection between the businesses and the local customers.

**Target Audience:** Business owners and patron in Benin City and surrounding areas.

**Site Goals:**

* Improve collaboration among businesses by providing valuable networking opportunities.
* Improve business growth by providing valuable resources and information.
* Improve recognition of businesses while creating public awareness.
* Improve the visibility and reputation of the chamber as a trusted and reliable authority in local business matters

**Site Users:**

* **Small Businesses:** Esther Okungbowa is a small shop owner who sells cooking utensils. She is looking for networking opportunity, increase her market awareness, and business support.
* **Corporate Executive:** John Walter is a large company executive producing all types of cosmetics and he is looking to grow his business interest in the area, contribute to community development and partner with other industries.
* **Resident:** Osakpolor Kate is a resident who want to know more about businesses in the area for patronage and/or for learning a skill or trade.

**SEO:**

* Use relevant keywords in site description and content.
* Proper structuring and mobile friendliness for easy crawling indexing by search engines.

**Design:** Primary color #023e7d; Secondary color #8d0979, #798079;

Background color #adf; Text-color: #000, #fff

**Font-family:** verdana, Geneva, Tahoma, sans-serif; Lato + sans; Sofia + san