## **Criterion A: Planning**

**Client**

The client for this problem is going to be one of the owners of an advisory company called Arboris. This owner is called José Paulo, he is an expert in business advisory.

**The problem and solution**

The client’s company is currently targeting advisory for business groups that are owned and operated by families, they are also targeting these groups in Portugal, therefore their website is in Portuguese. As of recently my client has wanted to turn his company international, which means I need to create a website that is in English and is appealing to Multinational companies.

**Consultation**

After meeting with my client, we have discussed about the solution and we have come to the conclusion that we will use his Portuguese website as a basis, but fully translate it and modify it to his liking due to the difference in culture between his Portuguese clients and Multinational clients.

My website will therefore have to be fit to target audience, it will have to be fully functional and have an appropriate design, not just functioning. The website will consist of multiple sub pages that will be structured similarly to the Portuguese website. Each subpage will describe a part of the business, for example, one of the subpages will be about the purpose of the business, another will be about the Partners of the business, and a few more.

The website will have information on every subpage to inform the client of the full business model of Arboris, it will also include information about the partners, their past experience, and their qualifications. The website’s goal is to catch the target audiences attention while also showing the impressive qualifications of the business to attract more clients.