

MULTIMEDIA FOUNDATIONS MUF152S

Web Design Strategy Plan

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Group: 1B

Overview:

[ VirtualCraft ] is based in South Africa, Western Cape, Cape Town. It will start its site to open a wider market for potential clients who need Video Editors. The company needs to open a website at the start of the next year to be available to consumers at the start of the economical year.

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| **VIRTUALCRAFT ANALYSIS** | |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **STRENGTHS:** | **OPPERTUNITIES:** |
| Provides top of the line final results and customer service. | The increasing popularity of social media and web browsing will make it easier to target consumers. |
| **WEAKNESSES:** | **THREATS:** |
| Start-up company.  No client base.  Sole Proprietorship. | There are more and more e-commerce businesses opening in the market every day. |

Goals, Objectives, Strategies, Tactics

# Definition of Priority:

# Levels:

Priority Name Definition

High Low Cost, High Impact

Normal Average Cost and Impact

Low High Cost, Low Impact

# Definition of Status:

Ongoing – The activity is on track/on schedule.

At Risk – There are issues facing the activity, but can still be resolved.

On Hold – A serious issue needs to be resolved before the activity can continue.

**# 1**

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| **Goal:** To create an e-commerce website before the end of the year [December 31st 2019].  **Objective:** To complete and finalise the layout and content of the e-commerce website by [November 30 2019].  **Strategy:** Either hire the services of a Web Developer and Designer, or put in the time and effort to develop the website myself. | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Decided to put in the time and effort myself and creating the website on my own terms. | Human Resources | December 31 2019 | **Done** | **High** |

**# 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal:** To make my e-commerce website known and available to the target market starting in  [ January 1st 2020]  **Objective:** To increase the awareness of the consumers on the availability of the website.  **Strategy:** Advertising the website on various social media platforms. | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Open Facebook and Instagram accounts with information/link to the website | Sales and Marketing | January 1st 2020 | **Ongoing** | **High** |