**Target Audience**

Every coffee drinker, small coffee businesses and event organizer are the target audience. Our website will encourage to shop coffee online. And company’s catering service (mobile café) will target on different events.

**Delivery Requirements**

The website will be developed using following technologies focused on the E-commerce logic.

Follow a list of the technologies involved:

* HTML, CSS, Sass
* JavaScript, and JQuery for frontend features
* PHP/MySQL for any backend features
* Adobe Photoshop /illustrator to fix the images
* Google Analytics

**Promotional Plan**

Social Media Marketing

- Facebook, Twitter, LinkedIn, Instagram

- Provide link of website

-Encourage social sharing of services and prices/discount.

-Share the content regularly and get feedback in posts/comments.

Real World Marketing

* Contact to event organizer to promote catering service
* Distribute the business cards, broachers/ads on different events
* Give some discount on seasonal event/occasion(e.g. Christmas parties)