**Market Research**

**Website: # 1**

**Business Name:** Baklava Bar

**Website Address:** <https://baklavabar.net/>

**What do you appreciate about this website?**

Great imagery, easy-to-use website also the business logo is very chic.

**What would you change or customize?**

I would add a review section on the website.

**Website # 2**

**Website Adress:** <https://www.2mfood.com/>

**What do you appreciate about this website?**

Nice color background, good images.

**What would you change or customize?**

I would fill in the product info that is provided by the website for the customer to see the ingredients in the dessert( Baklava) section. Entering the website is a bit overwhelming lot of information is not organized.

**Website # 3**

**Website Adress:** <https://parispastry.net/>

**What do you appreciate about this website?**

The interactive background and lists of all the ingredients in each dessert they offer, and great images.

**What would you change or customize?**

I would add more color red in the background because red motivates customers. I would also add a review section on the website and show customer ratings.