





This to do in the order:

1. Familiarize yourself with all the other websites:

* <http://www.mcgill.ca/classified>
* <http://www.thecannon.ca/classifieds>
* <http://communications.uwo.ca/westernnews/classfieds.htm>

2. Add the viewing number, response, flag, and thumbs up button

I don’t adding a thumbs down button is really good and we already have a flag button.

3. Add a calendar where people can select dates (This must be on every page and extremely clear). This is mainly for events

4. Allow ads to import images and display them near the ad

5. Put Some Lucky ads on the front of the website with the images selected at random (We will change that afterwards)

6. Make a contact us, help and about us, recommend us section (at the bottom of the page bar)

7. Spell Check

8. Recommendation Awards

9. Incorporate messages into the emails

I did some market research with friends at Guelph and McGill, and people use this website

Here is what I will do:

* Establish Business Plan, Think about future developments concerning the website, I will have a rough copy of the business plan when you come back.
* Legal services, how we can make this a business and perhaps contacting a lawyer
* Market Research of Competitors Strength / Weakness
* Make more messages for the

Slogan: Sell it quicker; Buy it cheaper; Your localized marketplace

Mission Statement: To provide the local student population with the best free online buying, selling, trading, and communication platform, where users may efficiently post or search for classified advertisements and conduct the exchange in real person.

Here are the messages for the emails:

Title: Interested: (Item)

Hello,

User from the email: (Email) have found an interest in your (“Item”) with Post Identification Number (PIN) 304950343

(Message)

Hello,

I am interested in your Xbox 360, how much are you offering for it and where do you live?

Thanks

If you have any questions or problems regarding the company or service, please email (Email) and we will respond back within 24 hours.

We are always open for suggestions to better service you, please tell us how on (URL).

PostOnMe

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Hello,

Thank you for posting your advertisement of (Title)

Your Post Identification Number (PIN) is 304950343 and your URL is (URL)

Your post will be expired after 60 days. You will receive an email to renew your post 5 days before expiration.

You may remove your advertisement on (URL)

Consider **Printing** or **Saving** this email for managing your postings

If you have any questions or problems regarding the company or service, please email (Email) and we will respond back within 24 hours.

We are always open for suggestions to better service you, please tell us how on (URL)

PostOnMe

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