**Kingsman Clothing**

**Brand Name:** Kingsman  
**Website Type:** eCommerce (Product-based)

**Website Objective & Business Goals:**  
The objective of this website is to provide a digital platform for **Kingsman**, a luxury men's formalwear brand, to showcase and sell premium suits, shirts, ties, shoes, and accessories. The primary goal is to offer a seamless online shopping experience that reflects the brand’s elegance and exclusivity. This will enhance brand awareness, reach a wider audience beyond physical stores, and increase sales through online channels.

**Goals:**

* Launch the site within 8 weeks.
* Achieve a minimum of 500 unique visitors in the first month.
* Convert at least 5% of visits into sales.
* Enable user account creation, order tracking, and newsletter signup.

**Target Audience:**

* **Demographics:** Males aged 25–50, professionals, executives, and grooms.
* **Geographic Reach:** Botswana and surrounding countries (with potential for global reach).
* **Technical Aptitude:** Moderate to high — comfortable using mobile phones, tablets, and desktops for browsing and online shopping.