WEDE5111

ICE TASK 1

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Website Idea:

Giyomi-Crochet brand

The name of my business is Giyomi. The name is Cute translated in Japanese. I have an idea to start a crochet clothing brand creating affordable, yet fashionable clothing items that are cost effective. I inspire to create fashion forward clothing that is accessible to individuals. With crochet making a rise in fashion, originality is important. The main products I plan on selling are bags, snoods, cardigans, and stylish tops. I will be selling the products myself. With COVID 19, a lot of people had used their time developing new skills and creating businesses. This website will allow me to sell original designs I have created over the years to people who are interested in fashionable items that can be purchased all year round. This website will allow me to engage with customers on a professional platform outside of social media. This website will allow me to show my creative freedom. The home page will have my logo and pictures of the products I will be selling. The website will allow me to strengthen my brand and will allow me to have access to a wider audience. The website will allow customers to choose selected products in an orderly manner. The website will allow will have a chat with us feature to allow me to direct the customer, if in need of assistance. My website will allow me to highlight my work and promote online through email marketing. My website will provide me with insight on the customers' appeal in my designs and I will get feedback on the look, feel and wear of my products. This website will allow me to get support from both customers and other companies who wish to collaborate in future with personalized designs. I will be able to serve an online presence. This website will allow me to be more organized, allowing me to use social media to drive traffic to the destination.

List of Resources:

I will use resources such as my own images.

I will create a domain for the website, text editor

The symbol and logo are my own design created through Canva.

I will create social media accounts to draw attention and send traffic to the website.

References:

Conte, S. (2022) *How to create a branded website*, *Bplans Blog*. Available at: https://articles.bplans.com/how-to-create-a-branded-website/ (Accessed: March 23, 2023).

Riserbato, R. (2022) *16 effective ways to build your online presence*, *HubSpot Blog*. HubSpot. Available at: https://blog.hubspot.com/marketing/online-presence (Accessed: March 23, 2023).