The new sales director is on a drive to gain new business in 2020. Before he gets his pre-sales guys to start cold call a list of potential clients, he wants to empower his sales people with the power of information. So when they interact with web site owners they have a better understanding of that site and will use your report to "upsell" or gain a new client.

**You are the expert in this field.**

You are required to prepare a report, (800 – 1,200 words) reviewing a website that you have selected.   
Any website anywhere in the WWW.

You may not use our sample discussion site being www.frenchcakes,ie.

**Introducing**

1. Purpose of the site
2. Products or Services offered
3. Target Audience

**Sitemap**  
Draw up a sitemap of the website to get a better understanding of its overview, and how all the parts fit together.

**Features**Discuss the core features of the site.

**My analysis**Critique the website on all levels and make constructive suggestions of future development.

Stating that a Total redesign is required is not seen as being constructive.

Most of your focus should be on your valued professional opinion