1. **Market definition and opportunity**

The web design market is very diverse with everyone claiming to do something different in the market, this makes for a competitive environment among web designers because everyone wants to make your website and they will do nearly anything to make it.

1. **Proposed Target market segments (M1 as well)**

I will be focusing on people in an 18 to 45 age sector. These people must want to publicize or promote an idea or product.

I am dividing the market into this segment as these are the people most likely to have a business or a product/idea and are the most willing to have business; they will have to have a clear purpose for the website.

1. **Demand for product/ service**

There is a very high demand for custom websites because many people do not have the expertise or knowledge to handle a website also, many people do not have the time to manage a website so they get someone else to do it for them, these web designers can make the website and manage it for them to remove the stress of doing it for themselves.

1. **Competition**

**Coastal Creative:** Online they have a Facebook account and twitter to advertise what they are doing, alert of upcoming publicity events and promotional activities.

**Juiced Media:** They have both Facebook and twitter to promote their products and Linked-in it to promote their business and network with other businesses. They use an RSS feed for people who want to keep up to date about website development.

**Weebly:** They keep their logo on every website created to show that it was made by them, they also have Facebook to show any kind of promotional activity they do.

1. **External Influences (Trends, legislation etc)**

I will get a celebrity to endorse my product, by making and managing a website for them, I will not break any laws but I will get the attention of the news. I doubt I will affect the market climate as my business will not get that big. Every company now has a website to promote their business and some are just based online with no physical building.

1. **Marketing Mix and other tactics (M1 as well)**

**Product:** I will be making and selling websites. My target audience will be preferably someone who wants to start a business or is advertising something over the internet.

**Price:** I will use a long haul strategy to give the customers high quality products at medium prices. With £10 a month for hosting with a 3 page website or £20 a month for hosting with a 6 page website. This is different to my other pricing plan as this is on a monthly basis.

**Place:** I will be working over the internet so anywhere, although maybe having a building to meet the clients.

**Promotion:** I will use Facebook to promote my products and packages; I will use twitter to alert of any offers and linked-in to network with other businesses.

I will undercut the competition, have a wider range of adverts and hold more promotional activities to get attention away from my competition.

1. **Market research**

I will make a survey to see who thinks what method of marketing is best.

This will be sent out to everyone in my school.

I expect that I will get some good answers from this survey.

I change some of my marketing plan to include my results.

1. **Sales forecast**

I would like to earn £1000 in the first month as this is a nice amount to keep my business stable and to buy more resources to improve my business.

1. **How success will be measured.**

I would like to measure my success by:

1. Earning a net profit of over £1000 in the first month.
2. Having over 20 customers within the first 6 months.
3. Have a physical shop by the end of the first year.