Pets-R-Us Website Expansion Proposal

Pets-R-Us Has been the most prominent local Pet store in the area for over 10 years, providing families from all around the state with new friends, and family members, as well as an assortment of great pet products, from food to pet toys. With the expansion of your business into the grooming, training, and boarding market your current website will not fit the requirements of your customers to see these new services.

Almost everything is done digitally in today's world, shouldn't the same be said for your new services? By not allowing your customers to apply for grooming, training, and boarding services online you are severely limiting your potential sales, and negatively affecting how your customers experience the Pets-R-Us brand. You need a new system that allows your customers to apply for grooming, training, and boarding services online.

For Pets-R-Us I propose a custom built solution for your website. With this custom built solution your customers would be able to get the products and services they need online, and apply for grooming, training, and boarding services at any time during the day, or night. With this solution you would no longer be limited to doing business during business hours, but instead be able to accept requests anytime. With this set of changes you can expect up to a 60% increase in sales by the end of 2022.

We here at JTP Consulting are experts when it comes to adding new website functionality, and updating current websites. We are here to provide you with all the tools your website needs to offer your customers new products and services.

JTP Consulting loves to work with local companies like Pets-R-Us who are looking to grow their business, and create more opportunities for their customers. Our company has helped many businesses locally renew their websites with current web design philosophies such as Coating Systems Inc. and Guavus' Support Portal.

If you're ready to take the next step to increase sales, and customer satisfaction, then we here at JTP Consulting are ready to take you there.

Jason Palmeri,
JTP Consulting

Jason Palmeri
CSD200
Assignment 5.3

10 Components a Proposal Should Address
1. Opener
2. The Need
3. The Solution
4. The Evidence
5. Call To Action
6. Short Description of what you plan to create
7. Examples of your work
8. Some sort of projected increase in business
9. Your Expertise
10. Your Business Name

3 Assumptions
1. I assume that the client has a working, up to date website
2. I assume that the client has a loyal customer base
3. I assume that the client has enough time to help make sure the changes that will be added are what they want

5 Clarifying Questions
1. What sort of backend they are using
2. When they need it done
3. How fast they need it done
4. How much they are paying
5. Projected amount of users the system will need to accommodate