



WHITE CAT

Website Improvements And Future Business Development

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Business Idea

Concept

- An online store offering eco-friendly home cleaning products ("chemical-free"/"green"), along with kitchenware and related items.

Target Customers

- B2C: Individual consumers
- B2B (potential): Wholesale buyers

Customer Challenges Solved

- Limited availability of eco-friendly cleaning products and quality tools in regular stores.
- Difficulty in finding a complete range of eco-friendly cleaning products in one place.
- Desire for home delivery to save time visiting stores.

Customer Benefits

- Cleanliness without chemicals.
- Time saved on cleaning and shopping for supplies.
- Discounts for bulk purchases.

Competitive Advantages

- Loyal customer base
- Future potential: a user-friendly website.

Geographic Market:

- Moscow and the Moscow region

Persona Description

Marina

Eco-Conscious Housewife

Demographics:

- Gender: Female
- Age: 35-40
- Income: Middle to high income bracket
- Location: Urban areas, primarily Moscow and the Moscow region
- Occupation: homemaker

Pain Points:

- Difficulty finding safe and effective eco-friendly cleaning products in one place.
- Concern about chemical exposure from traditional cleaning products.
- Limited availability of delivery options that fit their busy schedules.
- Lack of access to detailed product

information or demonstrations to make informed purchasing decisions.

Needs and Goals:

- Efficient and reliable cleaning solutions that are safe for their health and the environment.
- Convenient and flexible delivery options to save time.
- Opportunity to see products in action or receive guidance (e.g., through a home presentation or detailed video demonstrations).
- Affordable pricing for bulk purchases or subscriptions.



Products

- **Cleaning Supplies:** Primarily cloths and mops, as well as cleaning agents.
- **Maintenance:** Mats, etc.
- **Kitchenware:** Pans, baking forms, tools, etc.



Strengths:

- The desktop version of the website is relatively user-friendly, with accessible information.
- There is a significant amount of textual material, including detailed descriptions and explanations of the program.

Weaknesses:

Overloaded Homepage:

- The main page contains too much information, which overwhelms users.
- It is unclear at first glance what the website offers.

Non-Adaptive Design: The website is not optimized for mobile devices, resulting in poor usability and readability on smartphones.

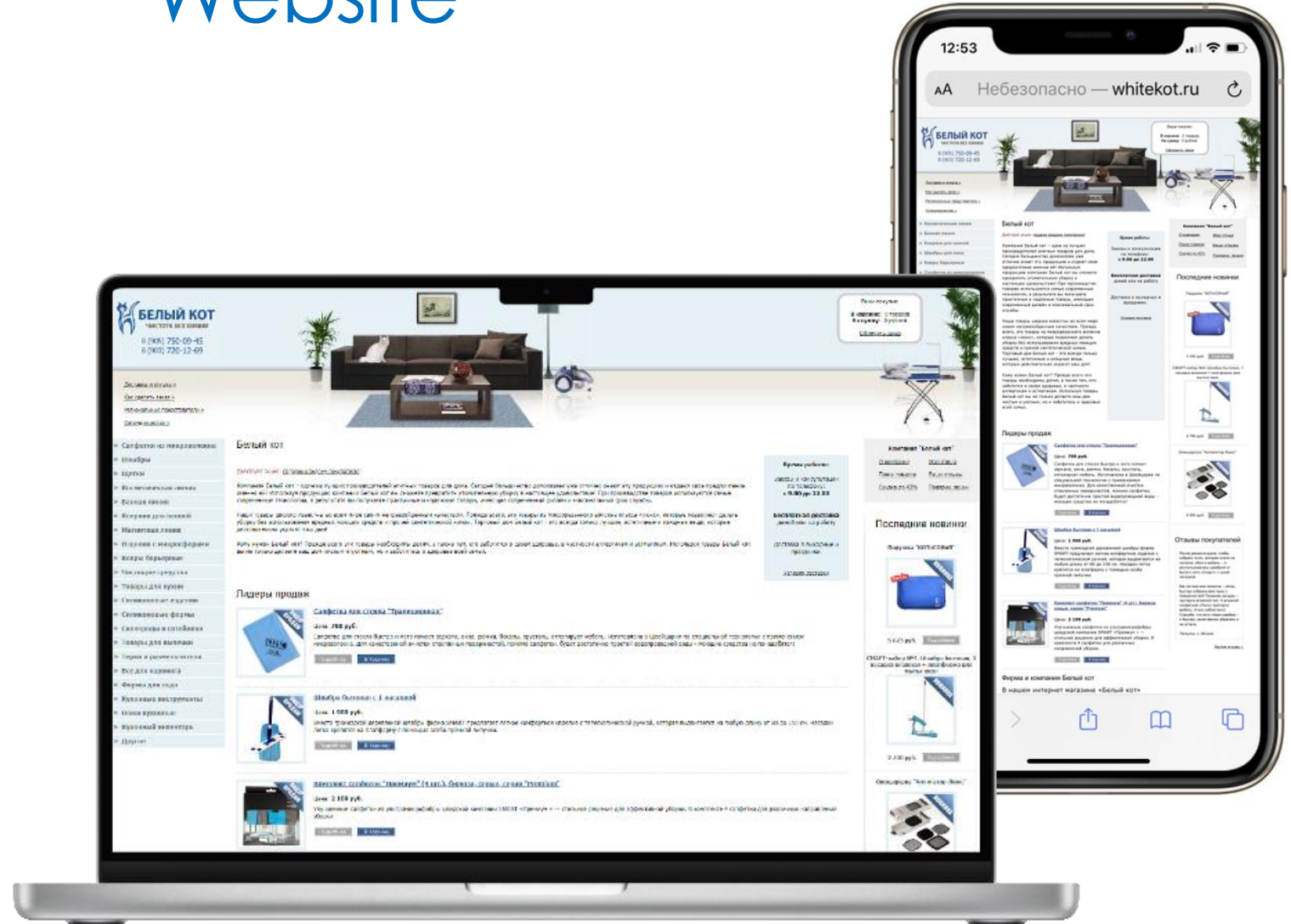
Lack of Focus: It is unclear whether the website is aimed at end customers (B2C) or distributors (B2B), as the information is not separated effectively.

Security: The website is not secured (no SSL certificate), which can deter users from trusting the platform.

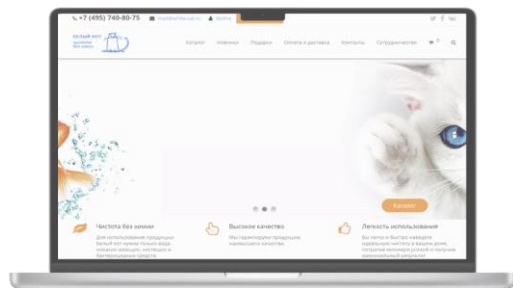
Lack of Features:

- No clear CTAs (Call to Action), such as "Call," "Buy," or similar prompts to guide user actions.
- There is no personal account feature for customers to track their orders or manage preferences.

Low Traffic: The website has the lowest number of visitors among competitors: 15 visitors per day, which significantly affects potential sales and visibility.



Competitors



Step into the future

(<http://www.step-into-the-future.ru/>)

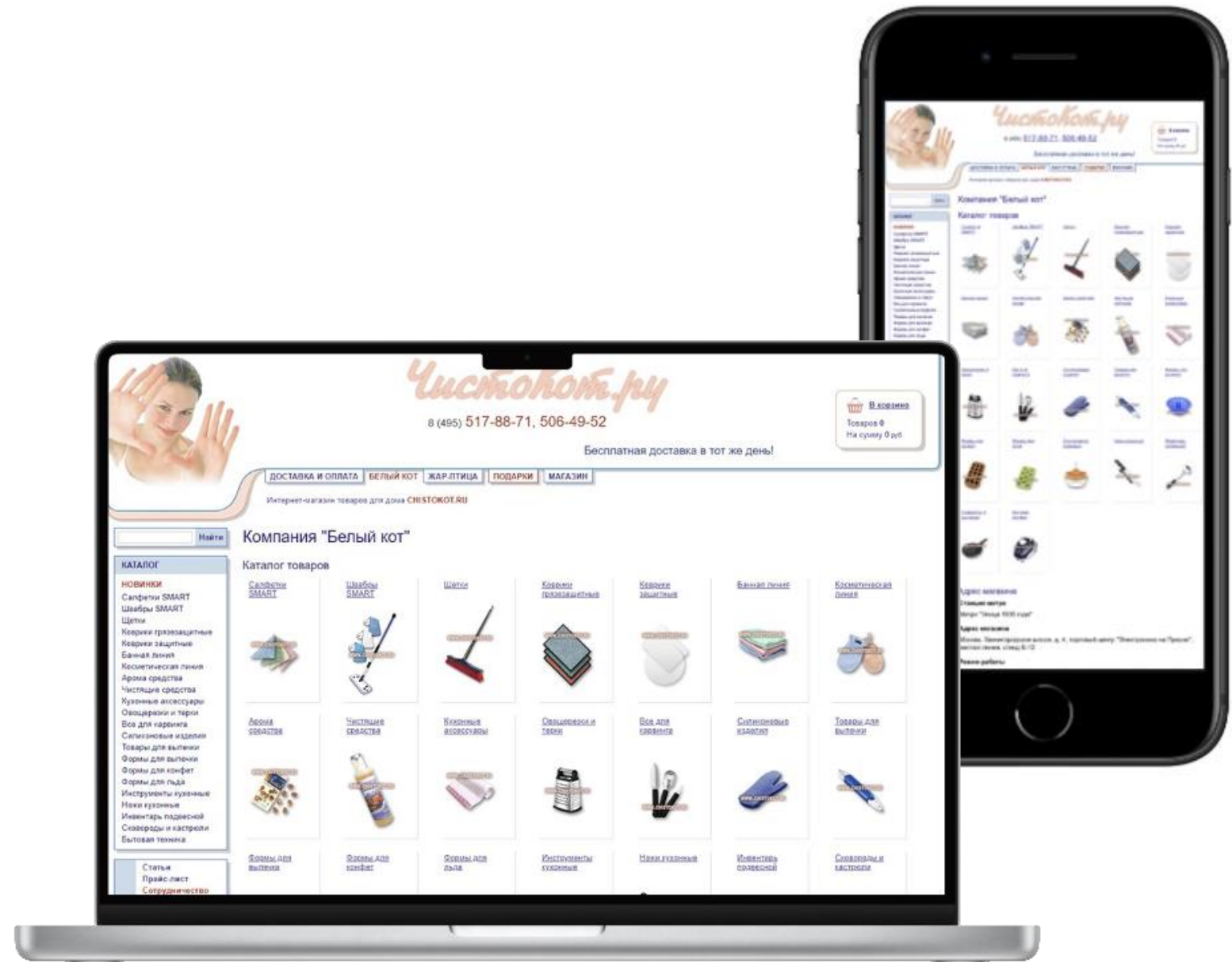
Strengths:

- Informative website with numerous articles on relevant topics.
- Attractive banners that draw attention.
- High Yandex index score (310), indicating some degree of authority and search engine visibility.
- Clear explanations of their offerings, which help potential customers understand their services.

Weaknesses:

- The design is not adaptive, making it difficult to use on mobile devices.
- SEO (Search Engine Optimization) is not implemented effectively, limiting organic traffic potential.
- There's only one social media account (VK), which restricts their audience reach.
- Slow website performance: HTML loading time 1.16 seconds, which can negatively affect user experience.
- No evident Call-to-Action (CTA) buttons, such as "Call," "Buy," or similar prompts.
- The website lacks analytical tools or statistical counters, making it difficult to measure performance.
- No online payment options are integrated.

Daily Visitors: 430



Wizardcat

(<https://wizardcat.ru/>)

Strengths:

- User-friendly website with a fast search function.
- Includes a personal account for users.
- Responsive design with a well-structured header.
- Secured website.

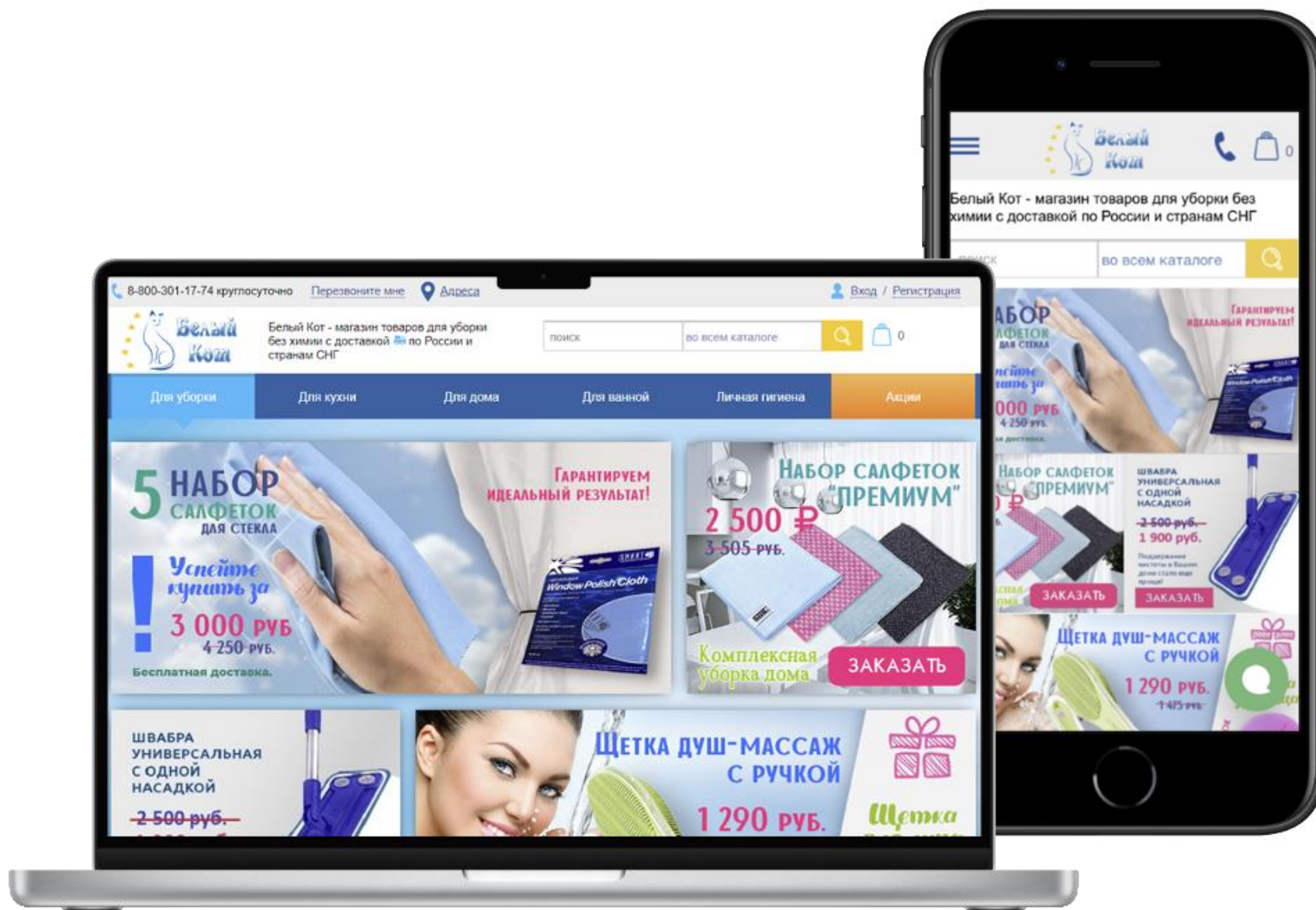
Weaknesses:

- The homepage's first screen is overloaded with banners, particularly noticeable on mobile devices.
- Online payment is available, but information about it is not clear until reaching the checkout stage.

Features:

- Multiple delivery options.
- Information about the company and its awards.
- Online chat and a "call from the website" option.
- Banner advertising for promotion.

Daily Visitors: 300



Magazin-beliykot.Ru

(<http://www.magazin-beliykot.ru/>)

Strengths:

- Information is structured and easy to find.
- Responsive design, though poorly optimized for mobile devices.
- The website content is readable despite design flaws.

Weaknesses:

- Website security is lacking (not secured).
- Absence of a clear CTA (Call to Action).

Features:

- Free delivery.
- No physical office location.
- Reservation without online payment is available.
- Does not have a personal account option.

Daily Visitors: 220



IWHITECAT.RU

(<http://www.iwhitecat.ru/>)

Strengths:

- The desktop version looks well-structured.

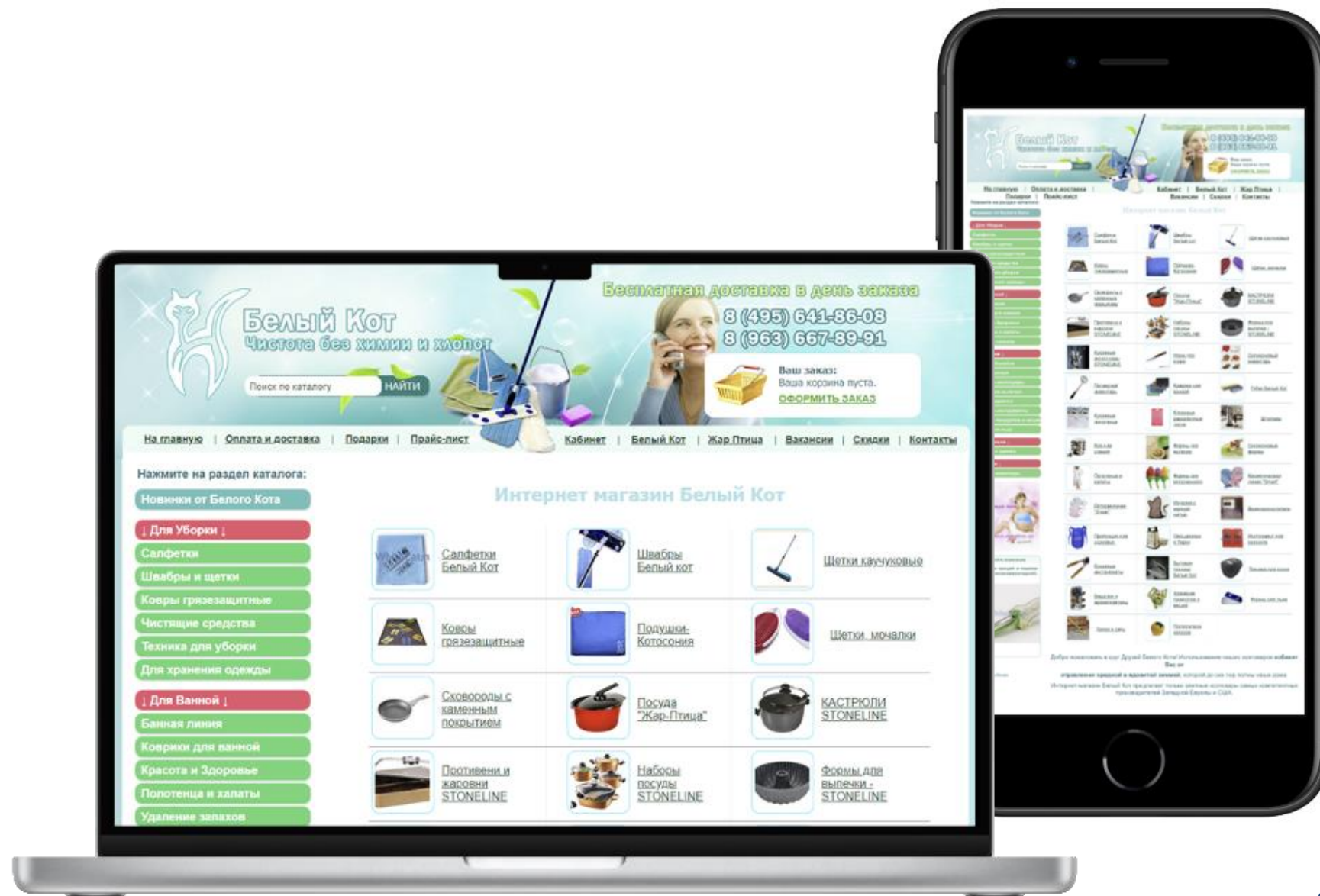
Weaknesses:

- Non-responsive design; content is difficult to read on mobile devices.
- Website is not secured.
- Absence of a clear CTA.

Features:

- Free delivery on the day of the order.
- Reservation is available, but online payment is not supported.
- Includes a personal account for users.

Daily Visitors: 108



BELIYKOT.RU

(<http://www.beliykot.ru/>)

Strengths:

- Adaptive design for mobile devices.

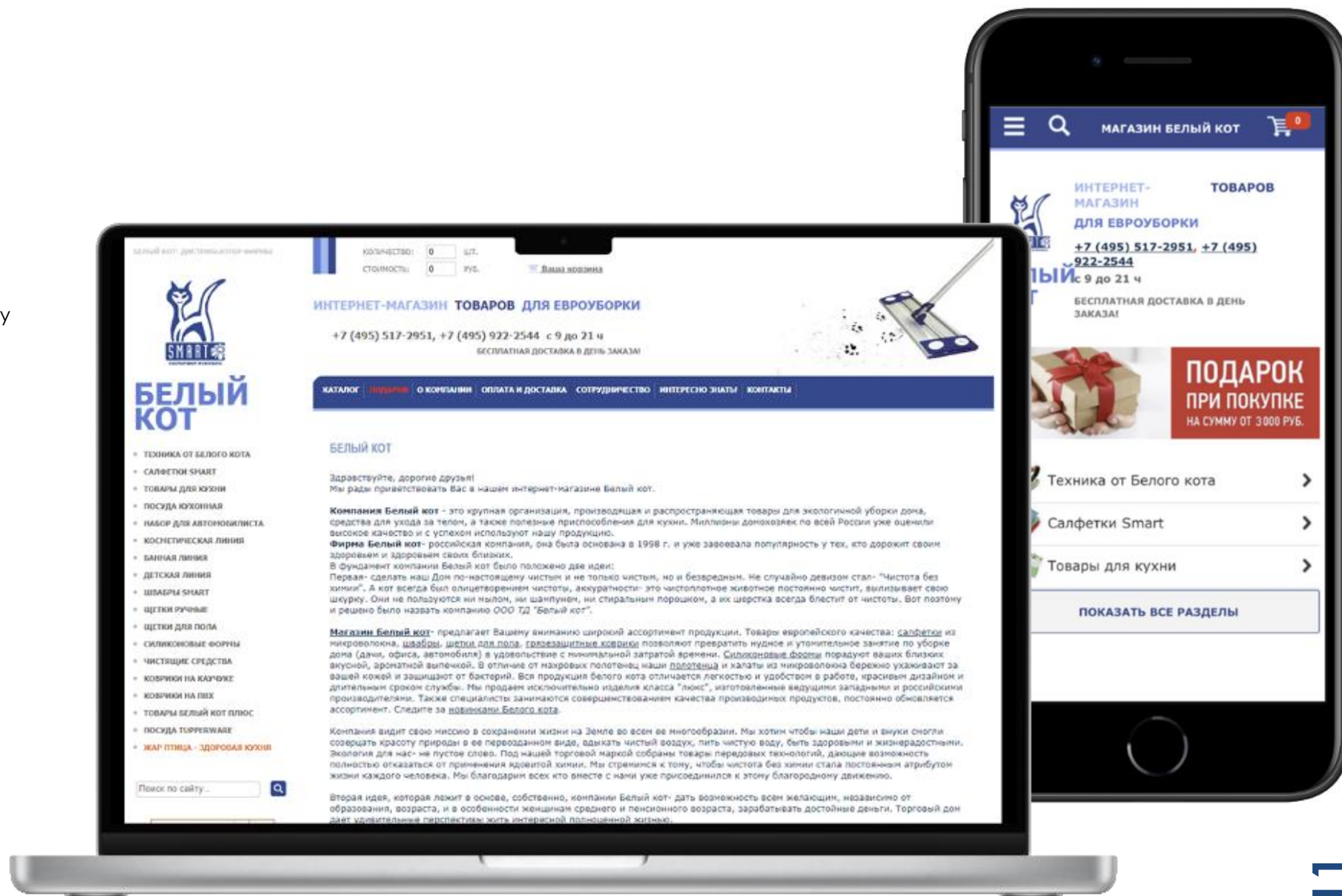
Weaknesses:

- Poor page layout design. Important information is available but inconveniently placed.
- Security is lacking (website is not fully protected).

Features:

- Free delivery on the day of the order.
- Physical office location and company information available (except product-related details).
- Reservation is available without online payment (cash or invoice).
- No personal account functionality.

Daily Visitors: 130



WHITE-CAT.RU

(<https://www.white-cat.ru/>)

Strengths:

- Adaptive design, though information placement remains suboptimal.
- Partial website security.

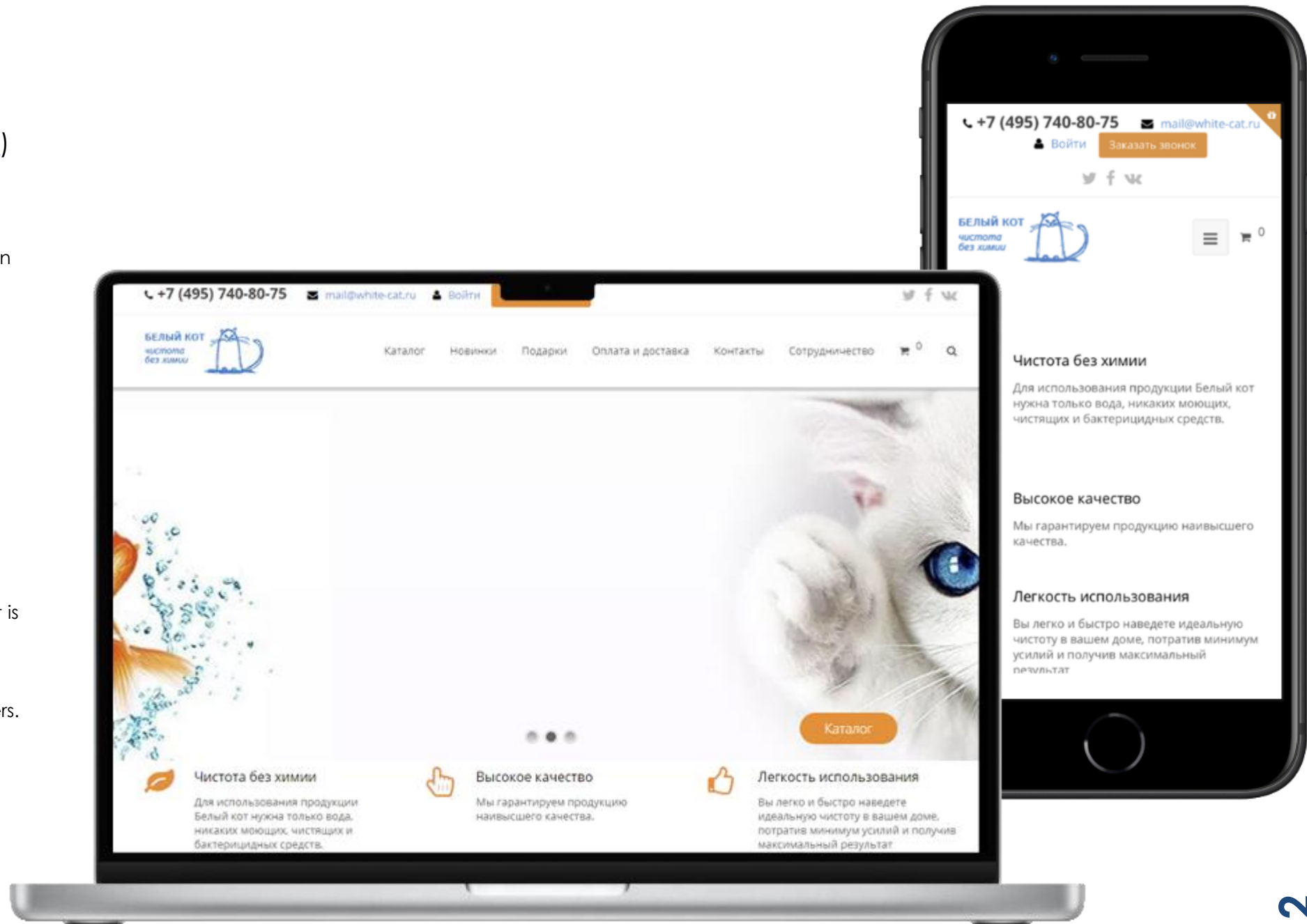
Weaknesses:

- On the homepage's first screen, secondary information is displayed instead of primary content.

Features:

- Physical office location is listed.
- Includes CTA buttons like "Buy" and "Request a Call."
- Reservation without online payment is available.
- Active social media accounts.
- Includes a personal account for users.

Daily Visitors: 90

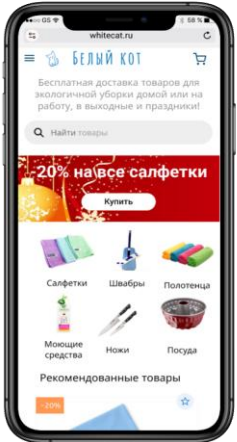


Competitor Comparison Table

Competitor	Responsive Design	SSL	Multiple Payment Options	Personal Account	Free Same-Day Delivery	Social Media Presence	Daily Visitors
White Cat	No	No	No	No	No	No	15
WIZARDCAT	Yes	Yes	Yes	Yes	No	Yes	300
MAGAZIN-BELIYKOT.RU	Partially	No	No	No	Yes	No	220
IWHITECAT.RU	No	No	No	Yes	Yes	No	108
BELIYKOT.RU	Partially	No	No	No	Yes	No	130
WHITE-CAT.RU	Yes	No	No	Yes	Yes	Yes	90

Competitor Analysis – Conclusions

- Many competitors have responsive websites that are mobile-friendly, giving them an advantage in search rankings and user experience (UX).
- No competitors have "ideal" websites, providing an opportunity to surpass them with a well-optimized design.
- Key competitor advantages include:
 - Official business registration and physical office locations.
 - Multiple payment methods (credit cards, bank transfers, etc.).
 - Features like personal accounts and free same-day delivery.
- Most competitors use social media accounts for marketing and customer engagement.



13.02.2025

Proposed Optimization and Business Development Roadmap

Mobile Responsiveness and UX Design

- Redesign the website to be fully responsive, prioritizing mobile users.
- Simplify the homepage to reduce information overload.
- Add clear CTAs ("Buy Now," "Call Us," "Explore Products") in visible locations.
- Purchase and implement an SSL certificate for the website.

Trust Features

- Make official business registration as a legal company to increase trust, payment abilities, marketplace access, improved SEO rankings
- Add multiple payment methods (credit cards, bank transfers, etc.).
- Display trust signals like "Secure Payments" and "Certified Eco-Friendly Products."

Enhanced Customer Engagement

- Launch a "Call from Website" feature and online chat for instant support.
- Integrate personal accounts for customers to track orders and manage preferences.
- Expand social media presence with targeted campaigns (VK, Instagram).

Marketing and Promotions

- Clearly define the unique value proposition of "White Cat" compared to competitors.
- Introduce volume discounts and seasonal promotions to attract B2C clients.
- Launch a blog section with eco-cleaning tips to improve SEO and build authority.
- Offer free delivery for orders above a certain amount.

Long-Term Growth Opportunities

- Change the positioning of the company making it an official distributor of "White cat" mother company
- Migrate to a more capable CMS like Bitrix for scalability and integrated features (e.g., CRM, analytics).
- Bring products to marketplaces (Yandex Market, Avito)
- Partner with eco-friendly influencers or bloggers to drive traffic.
- Expand the range of suppliers and products
- Expand delivery options with lockers and courier services (SDEK etc.).

Metrics

Website Performance Metrics

Daily Visitors

- Current: 15 unique hosts/day.
- Target after 6 months: 50 unique hosts/day.
- Target after 12 months: 100 unique hosts/day.

Conversion Rate:

- Current: 5%.
- Target after 6 months: 9%.
- Target after 12 months: 12%.

Sales and Revenue Metrics

Monthly Revenue:

- 20% increase in the first 6 months).

Average Order Value (AOV):

- Current: \$30/order
- Target: \$35/order after upselling related products.

Repeat Purchase Rate:

- Current: 12%
- Target: 20% within 12 months by introducing loyalty programs and delivery options.

Customer Engagement Metrics

Social Media Engagement:

- Followers: no
- Goal: Expand to Instagram and achieve 1000 total followers across platforms in 12 months.
- Engagement Rate: Aim for 5%+ (likes, shares, and comments on posts).

Email Marketing Performance:

- Open Rate: 30%.
- Click-Through Rate (CTR): 5%.

DESIGN IMPROVEMENTS

After

Before

Add SSL certificate to secure customer data

Show a Unique Value Proposition

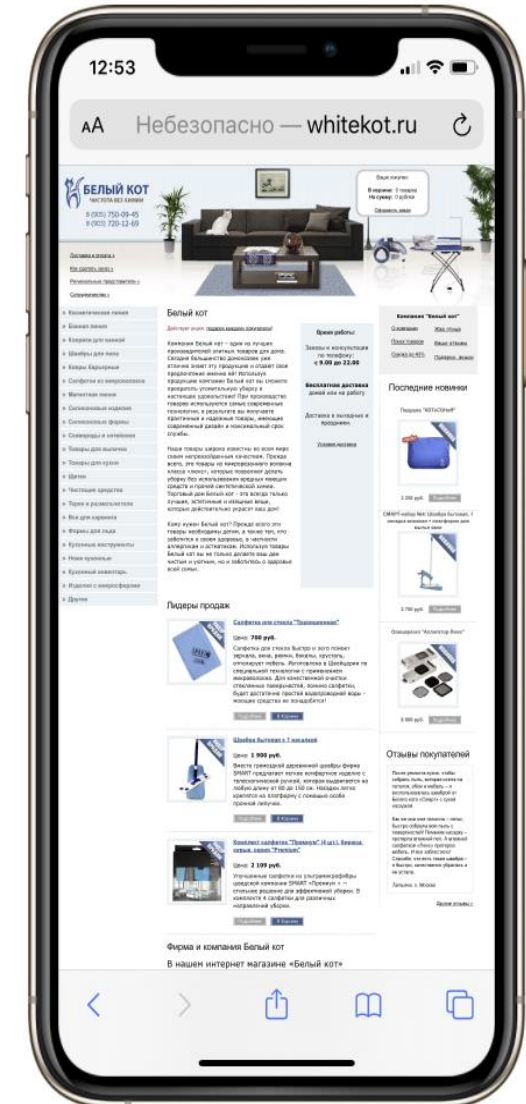
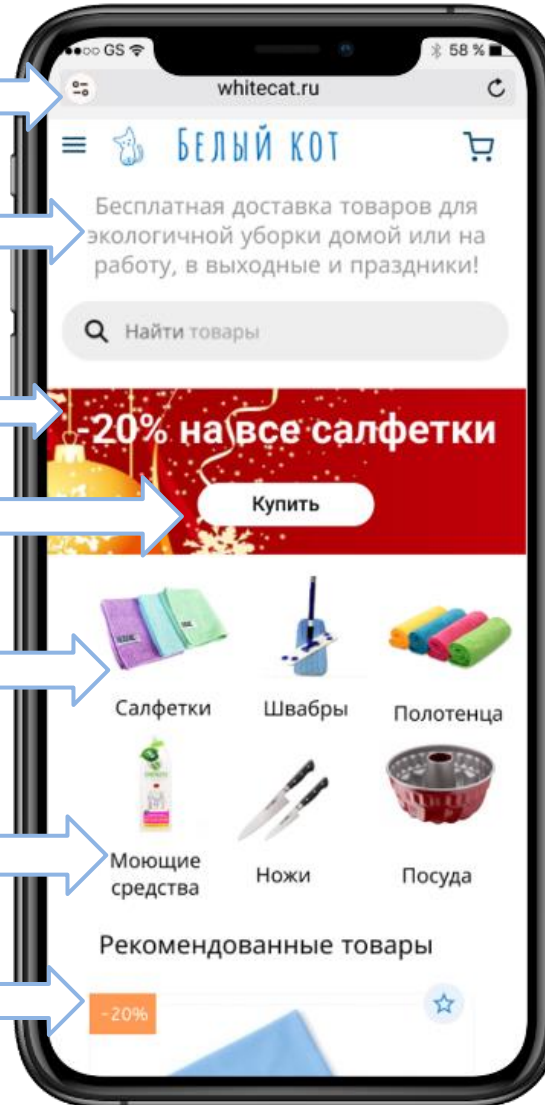
Add offers

Add essential CTAs to encourage user actions

Make the website responsive to enhance mobile usability

Show the catalogue clear and representatively

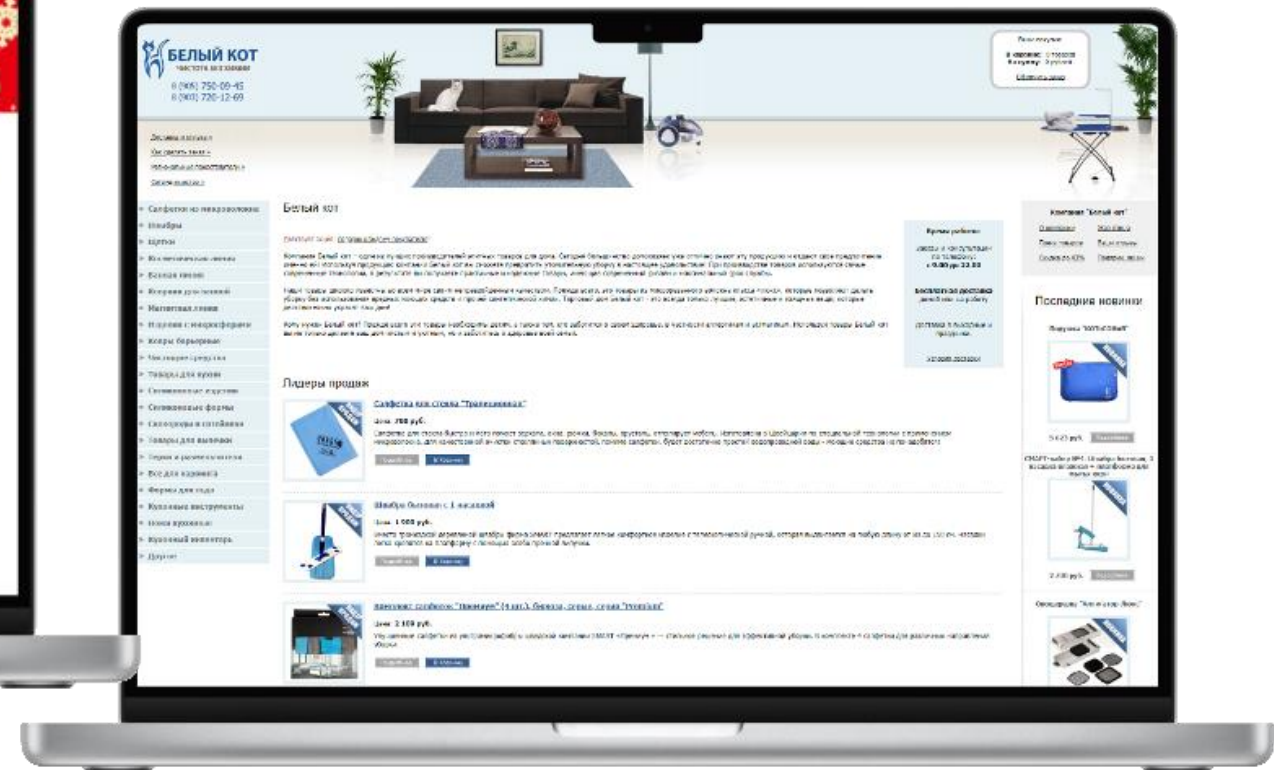
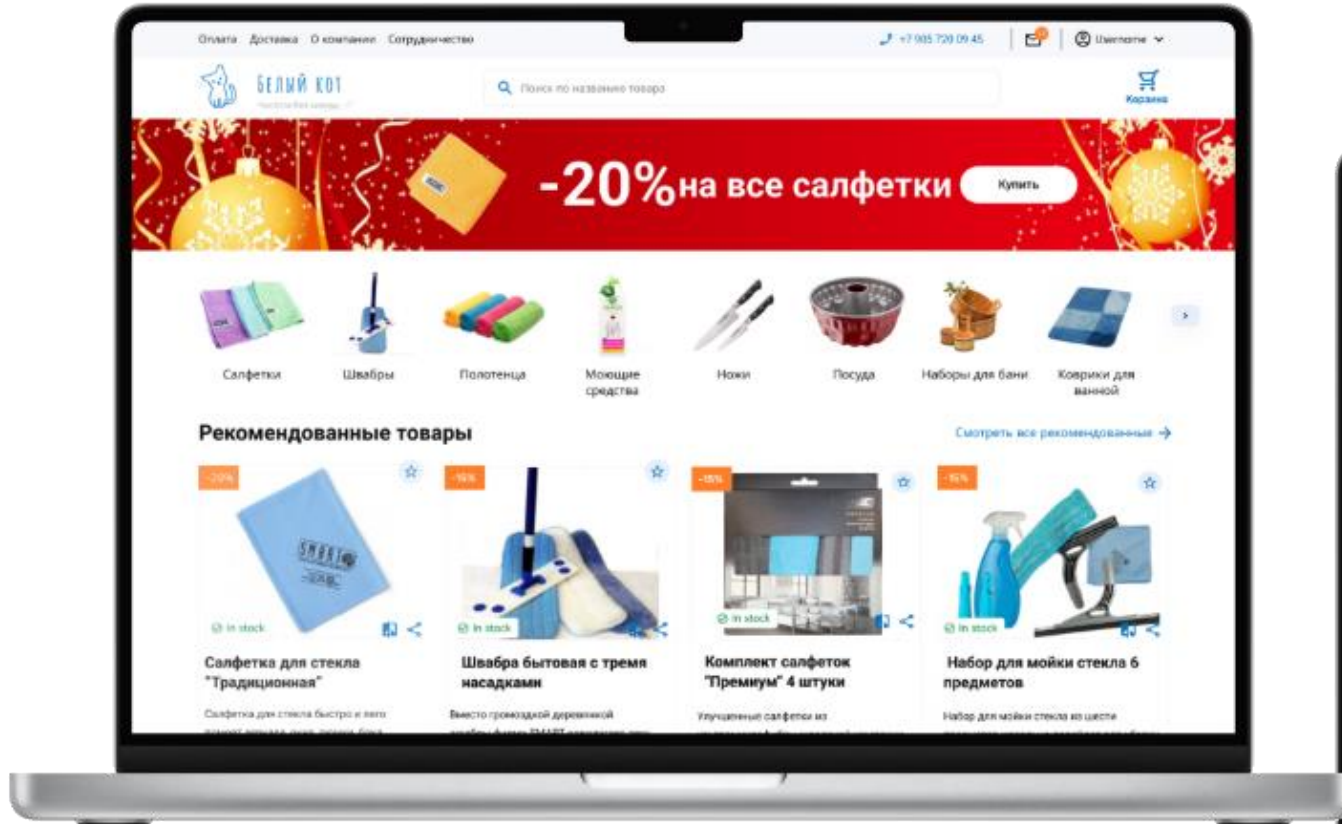
Make product cards more meaningful



DESIGN IMPROVEMENTS

After

Before



Thank You for Your Attention!



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