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**Website Design & Development Queries**

1. **Will there be a single domain covering both Creative & Construction sites or will both be treated as individual websites?**

**Currently we have the following:**

[**www.skylarkcreativeproducts.com**](http://www.skylarkcreativeproducts.com)

[**www.skylarkconstructionkenya.com**](http://www.skylarkconstructionkenya.com)

[**www.skylarkkenya.com**](http://www.skylarkkenya.com)

**But we want to continue with** [**www.skylarkkenya.com**](http://www.skylarkkenya.com) **as it is the same domain as our all emails like** [**amar@skylarkkenya.com**](mailto:amar@skylarkkenya.com) **and also it is a bit simple in terms of spelling.**

**Yes, we want single domain for both Creative and Construction linking each other. But for now, we want to create only for Skylark Creative. Later on in future we will add Skylark Construction also.**

1. **Would you be able to share the list of all categories, products & services in the excel sheet along with details, Features, Specifications & Pricing?**

**We have not yet listed them down as we need little time to work on it. We thought 1st we finalize full plan of action like “what is to be done, how it is to be done, how much cost it will incur, and how long it will take”, then we shall start working on it. But if you ask me the rough figure, we have made a list of categories which I have attached in the email. If we give a rough figure, initially, the total number of items should be around 300-400. Later on, we can add more.**

1. **Name/URLs of the Competitors:**

[**www.furniturepalacekenya.com**](http://www.furniturepalacekenya.com)

[**www.oddskenya.com**](http://www.oddskenya.com)

[**www.idealceramics.com**](http://www.idealceramics.com)

[**www.sajceramics.com**](http://www.sajceramics.com)

[**www.homelivingfurniture.com**](http://www.homelivingfurniture.com)

[**www.builders.co.ke**](http://www.builders.co.ke)

[**www.tileandcarpet.co.ke**](http://www.tileandcarpet.co.ke)

[**www.tacc.co.ke**](http://www.tacc.co.ke)

1. **Benchmark / Reference URLs:**

**Use the above links as references and consider a benchmark something better than all the above.**

1. **What additional features do you need on your website?**

**E-Commerce website, where people can see, choose, pay, and buy. We shall decide on some ready to use products to be kept for online payment and delivery and some products which cannot be just delivered there we can put an option for enquiry. We thought about the delivery issue, we can specify the places (major cities) for delivery, like we can have a dropdown list showing the names of the cities where delivery is possible.**

**We also need to have WhatsApp integration.**

1. **Max Audience Diversity: Mobile or Web?**

**Both, we want to capture the customers from mobile platform as well as web platform, it should be compatible on all gadgets such as iPad, Tablet, Phone and Computer. We can also develop a mobile app.**

1. **Will the content be the same? If not, then will the content be provided by you or do we have to generate the same?**

**The content will be the same on web as well as mobile. The details of the products we can provide you initially. Later on, if you teach us how to update, we can also update it ourselves.**

**Or you can also let us know if we can integrate with our upcoming ERP system SAP. That would enable us to update the stock automatically on the website without manual effort.**

1. **Can you Elaborate more on your USP?**

**QUALITY, SERVICE AND AVAILIBITY**

1. **What do current site visitors / customers complain about? What are they asking for?**
2. **We have diaspora customers who can buy products from us by going online and their builders/contractors can collect/get delivered the goods to their projects which they construct.**
3. **Most customers find about our business when they visit the showroom and regret that did not have any information about our business and the products we sell.**
4. **Currently, instead of dealing with the companies (like Skylark) directly, they are sending their relatives/agents/builders/contractors and then they get conned by getting inferior qualities from some random shops.**
5. **We want to have a platform and market it in such a way that such customers can get aware of us and reach out to us directly, so that we can serve them with good quality products at the best possible prices.**
6. **Right now, our website is so shallow that no one visits and this leads to loss of prospective customers (local and international both).**
7. **Does your company have a brand book covering things like specific colors and fonts?**

**We don’t have a brand book, but we have our registered company logo and brand name. You can give suggestions on how to develop one.**

1. **What all widgets to be included for dashboard and their respective functionalities?**

**We don’t know much about this topic; you can elaborate us.**

1. **Will there be any third-party applications & payment gateways?**

**We want to put a payment gateway where the customers can purchase online by making online payment. We have discussed with one of our banks and they have also confirmed that they have a payment gateway service.**

1. **Do you need an internal site search feature?**

**Yes, definitely we need an internal site search feature, through which customers can search their required product from the available products on our website.**

1. **Do you have any technology preference?**

**We don’t have much idea in technological terms and you will be in a better position to guide us. But we need a responsive site, which can open in fraction of seconds without having any delay.**

1. **How soon you’re planning to launch the new website. If you can help us with the tentative timeline.**

**We want to launch it as soon as possible by February-March, so that we can get a benefit of Easter sale traffic in April.**

**Marketplace**

1. **Which product would you be selling online on marketplaces? Can you share images/content related to the product?**

**Building Materials, Hardware and Furniture. We are sharing you the list of the item categories.**

1. **Which sites are they currently listed in?**

**We have a wide range of products and it will be difficult for us to find the websites where they are listed in. But, from the list of item categories you will get an idea of the products.**

1. **What are the e-commerce sites you wish to be listed?**

**Currently, we want to list the items in our own website.**

1. **Do we have a potential list of products that we will start with for online sales?**

**Currently we have not listed all individual items, we have only created categories and we can then add information/ items to all those categories.**