**The Mechanisms of a Successful Web Business.**

In this project proposal I will outline the product I have decided to create: a website design and development company and explain why I believe this will be a beneficial and exciting project to undertake.I decided to choose this idea because it is a unique idea that will benefit me both during and after the process. It has been a project I have been thinking about for a long time and now I believe I have the correct skill set and knowledge to successfully complete this project.

I would like to pursue a career in front-end design & development after university. This ties in perfectly with my idea, as after this company has been created it will give me the perfect platform to start searching for work.

I will be producing a research report that will involve me attending events, analysing competitors in the field and speaking to professionals for first hand advice and ideas.

I will also be producing a website for my company. I will brand the website with a complimentary colour scheme that is consistent throughout. I will also maintain this consistency on other platforms e.g. social media and blogs. I will also create two logos that allow the branding to be recognised, one that incorporated the company name and another shorthand logo that just uses the icon, this will allow the logo to represent the company branding with both the name and the icon, which will eventually be recognised and associated with my company.   
  
After I have produced the website I will look at marketing my company, this will be by contacting clients first hand and creating flash and GIF ads to advertise my company across the internet.

I will be using an array of skills throughout the process of this project. I will be using adobe Photoshop and illustrator for the design process, this includes: the development of the logo and the design of the company website. I will be using HTML, CSS, JavaScript and PHP during the development stages of the website, this includes potentially putting the company website onto a CMS once completed. Once I have created the company website I will then go onto ranking it using SEO. This is the first business I have ever created so all the entrepreneurial skills that I will gain will be extremely beneficial to my future career.

Understanding the business world and knowing what my target audience will want from me is an extremely challenging task. Because this is my first business I am not familiar with the standards of running a successful one, so I believe it will be a steep but beneficial learning curve.

Another point I believe will be challenging in this project is acknowledgment and recognition as a professional business, this ties in with understanding the business world because once I understand the field more and begin researching about other companies, I will know the effective steps to take to get my company acknowledged and respected.

Branding the company will be a slightly challenging task. It will involve me searching other competitors and seeing what type of logo, branding and content works in the industry and then adapting my designs to fit what I conclude to be the right style.

A highly ranked website on Google is a large part of success for a business, because It will drive a lot of qualitative traffic to the website. SEO will be challenging as I have never done it before and a key part of ranking is having your company back linked. To get good back links from websites will involve speaking to contacts in highly Google ranked websites and getting them to reference my company.

During the process of this project I will be researching various other website design and development companies. It will vary from extremely successful companies to new start up companies. Doing this will allow me to see what approaches have been successful in the industry and which ones have not. This will give me a better understanding of the industry and allow me to incorporate the relevant research into my business plans.

To conclude, my project proposal has stated that this product will be beneficial to me because it will allow me to create a fully functioning business, which I am hoping to pursue after university. It will also allow me to incorporate and practice several new skills into my project: such as SEO, entrepreneurial and marketing skills, which I have not yet touched upon at university.