❖ Task 1 Case study: -

Topic: - Research and analysis for the development of an indoor goods contribution website for charities.

I'm going to create a website that works as a charity for the household chores. It will have several features, including the ability to donate online and provide door-to-door services for interested parties. This website's primary goal is to help those who are struggling to afford basic needs by offering charitable services, and by doing so, it also hopes to promote recycling and reuse of discarded goods by giving them to those in needy. My goal is to draw visitors to this website, educate them on its purpose, and encourage them to participate.

- **"Although home is where the heart is, it may also be a place of uncertainty and misery for individuals who are having difficulty making ends meet. I want to turn houses into homes one gift at a time through our website for the supply of indoor products."**

According to the recent survey Published by Statista Research Department**, Dec 1, 2023,** convey that **"in August 2023, approximately 2.36 billion British pounds were spent in household goods stores across Great Britain"**[1] Upon that, according to the UK government **"Total UK WfH (Waste from Household) generation was 27.7 million tonnes in 2021, an increase of 2.4% from 2020 out of which WfH recycling rate (including IBA metal) was 44.6% in 2021**."
[2]In conclusion, based on the information provided, managing household garbage may be difficult for several reasons, including population increase, recycling, waste reduction efforts, and more.

According to the research, the majority of charitable organizations that specialize in meeting indoor needs may concentrate on the idea of recycling and reusing waste materials, which reflects the mission of environmental protection. This is where websites come into play, providing a platform for organizations to improve their charitable work.

- **Why popularize the project with a website?**

Having a website is crucial for several reasons which includes: -

visibility and awareness: - a venue for nonprofits to present their goals, initiatives, and effects to a worldwide audience.
Contribution & Crowd funding: - Charities may easily and securely collect online gifts thanks to

websites.

Volunteer Recruitment: -Organizations can publicize volunteer opportunities, solicit volunteers, and tell people about how to get involved on their websites.

Marketing as an Approach: - Organizations can use their websites to advertise to individuals about their products and services, which increases user engagement.

References: -

[1] :- [Household goods retail sales value Great Britain 2023 | Statista](#)

[2] :- [UK statistics on waste - GOV.UK (www.gov.uk)](#)