**GOVESU**

GOVESU is a Danish a social economical semi nonprofit organization that combines an active humanitarian organization that supports veterans. The company supports military veterans through projects including producing ID-company jewelry to generate income, and to employ veterans with physical and mental illness. And in the future provide a location where veterans can gather and relax in addition to obtaining support.

***Why are we called GOVESU...***

**GO for GO**

… Is as an action which takes emphasises people to go and take action to support veterans in need. For military often ”The only thing you can do wrong, is not to do anything”… That how the concept of began, GO…

**VE for VETERAN**

… for Veteran. Army, Airforce, and Navy Veterans who have been affected by war or family of veteran members who have also been afffected by the war. We are here to tell everybody else this.

**SU for SUPPORT**

… Support, means a lot. A lot means that you are not alone. Support is many different thing, what what is common to all of them is that we are many and we lift the group the best way we can.

***Our values and goals are clear (5):***

… We want to help veterans and their relatives in a visable way.

1. ***We produce support braclets,*** handmade by veterans to support veterans…
2. ***We utilize veterans***, often veterans injured in duty and veterans that seek to find a way to intergrate back into the civil work force.
3. ***We run veteran houses.*** Which are places where there are kitchens, where one can meet, relax, find a sleeping areas. The houses are run primarly of volunteers and single enkelte ansatte.
4. ***We support other projects***, and part of the profit from the sales of our products will go to different organisations, for example. Kammeratstøtteordningen, STOPP, local and neighborhood project, ect.
5. ***We seek to further the interest and understanding of the veteran situation,*** and inform as well as influence the final stages of soldiers sent out to war.

The specific objective of the website is that it should be a primary way to sell the companys’ handmade products in addition to communicate the company’s mission, values, and activities.

GOVESU’s website would be targeted to all military veterans, relatives, as well as all over interested parties that want to support them.

The company will measure the success of the website by two ways.

1. By the amount of social traffic in generates, including the amount of users/visitors of the website.

2. The sale through the site. 

GOVESU does not currently have a website and has very limited knowledge with a professional designer. In addition have never worked with one this way before. The head of the company has from the military and had extensive connections to social workers and other military veterans.   
GOVESU also have a good deal of material to provide for the use online.

GOVESU’s website will need to have both a software product aspect, in order to sell the company’s product as well as information space to inform about who the company is and there mission.