

Addis Ababa Chamber of Commerce – Site Plan

1. Site Name Addis Ababa Chamber of Commerce

2. Site Purpose The Addis Ababa Chamber of Commerce website will serve as the central online hub for supporting businesses in the city. It will provide:

- Business directories*
- Local news and updates*
- Training and networking events*
- Membership information*
- Economic development resources*

The goal is to strengthen the city's business community, attract new investments, and improve communication between businesses, residents, and investors.

3. Target Market

- Local business owners*
- Entrepreneurs and startups*
- Corporate leaders and investors*
- New residents*
- Visitors seeking economic information*

4. Site Goals

- i. Increase member engagement through online services and networking tools.*
- ii. Promote local businesses and encourage economic growth.*
- iii. Make it easy for users to find business directories and event information.*

iv. Attract new businesses and investments into Addis Ababa.

v. Strengthen the chamber's role as a trusted business authority.

5. User Personas

- *Small Business Owner – Sara (Age 32): Owns a clothing shop in Merkato. Needs marketing support, directory visibility, and networking opportunities.*
- *Corporate Executive – Daniel (Age 45): Works for a major logistics company. Looks for investment opportunities, partnership options, and local market data.*
- *New Resident – Meron (Age 29): Recently moved to Addis Ababa. Wants to learn about local services, upcoming events, and business contacts.*

6. Scenarios

- *Scenario 1: A business owner wants to join the chamber. They visit the site to see membership benefits, costs, and application steps.*
- *Scenario 2: A resident wants to attend a networking event. They visit the Events page, browse the calendar, and register online.*
- *Scenario 3: An investor wants to know the business environment. They explore the website to learn about the economy, workforce, and business opportunities.*

7. SEO Plan

- *Use keywords like “Addis Ababa business,” “Ethiopia commerce,” “Addis Chamber.”*
- *Register the site with Google Business Profile.*
- *Encourage member businesses to give backlinks.*
- *Add Google Analytics for tracking visitors.*

- Use descriptive titles and meta descriptions on every page.

8. Design Brief

- Primary Color: #004B87 (Deep Addis Blue)
- Secondary Color: #F4A300 (Warm Golden Orange)
- Background Color: #FFFFFF (White)
- Text Color: #222222 (Dark Gray)
- Headings Font: Montserrat
- Body Font: Roboto

9. Site Map

- Home
- Directory
- Discover
- Join

10. Wireframes

- Desktop Wireframe: Header with logo + navigation, hero section, highlights section, member spotlight, footer.
- Mobile Wireframe: Hamburger menu, stacked hero section, vertical list of features, simplified footer.