**[Crazy Bob’s Wild Wild West Dinner & Show Website]**

Business Case

**Business description**

Traveling is the best way to discover culture and cuisine. Crazy Bob’s Wild Wild West Dinner & Show brings the experience and excitement of the wild wild west with our live show. Enjoy our western theme dinner while taking in the bi-weekly progressive story of our western Dramatic theatre of Crazy Bob’s Wild Wild West Dinner & Show.

**Business goal**

Crazy Bob’s Wild Wild West Dinner & Show’s website is to provide a resource to assist our customers in informing them of what we have to offer. Our homepage will include our live shows schedule, story progression, menu of our food selection, reservation for private events, and our history and commitment to excellent entertainment and refreshments. The website’s goal is to increase the exposure of the restaurant and increase the in-store traffic by attracting customers with photos and descriptions about our show and our food selections.

**Target Audience**

Crazy Bob’s Wild Wild West Dinner & Show is a family friendly restaurant and cater to wide range of audience that wants to enjoy western themed burgers and steaks while taking in a show. Crazy Bob’s Wild Wild West Dinner & Show is not pet friendly, there are loud noises and staged gun fight during our shows.

**Visitors’ Motivations and Goals**

Crazy Bob’s Wild Wild West Dinner & Show’s website is to used to keep track of our current story line and also inform our customer of our updated menu as old food selection is switched out with new menu item. Also to those customer who want to book an private event such as birthday party or other celebration we have a reservation option on our website for easy scheduling.

**Information requirements**

1. Menu that shows a list of our food options.
2. Reservation to schedule a show.
3. Description of live show and options.

**References**

Medieval Times. Accessed on September 22, 2021.

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