

Adam Adams
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FutbolClub Business Report

Explanation of Business:

My company, FutbolClub, is a retailer seller of soccer jerseys. We sell jerseys of top teams only. We get our jerseys from wholesaler and markup the prices just a bit just so we can return a profit. What makes us different is the experience of buying a soccer jersey of your favorite team. Where all of competitors site is just an online magazine from which they purchase their merchandise, our site is interactive. We not only sell jerseys, but an experience as well, that is why I believe we will become more popular and more profitable than our competitors in no time. Our goal is to combine the social experience of a website with the traditional ecommerce experience of buying products to potentially create an interactive purchasing environment. It would be most closely related to walking in a store and buying a product that way- being able to talk to and converse with your friends about certain products, or even random strangers what they think about the product, if they have a similar product and what they like or dislike about it.

Explanation of Products Offered:

We sell top quality soccer jerseys, or better known as futbol around the rest of the world. We sell jerseys worn by the best futbol players in the world and what we market to the customers is that if you wanna be a champion, wear what the champions wear.

Target Audience:

Our target audience consists of all soccer/futbol fans, or better yet, the world. Soccer, as we call it, is the world's most popular sport with billions of fans. True fans really support their clubs and want to show their support by purchasing gear. From young to old fans, the beautiful game of futbol is enjoyed by all. You can tell who the true supporters are because they will have purchased their favorites clubs jersey every year. And because jerseys change every year, you can tell how long someone has been a supporter of a certain club by the design of the jersey.

Identified Competitors:

Soccer.com :

- <http://www.soccerpro.com/>
 - Like: how you can shop without having to create an account
 - Like: nice large slideshow that shows off their merchandise
 - Dislike: I don't like how their navbar is cluttered and cluttered with ugly advertisement.
 - Dislike: I don't like how when you search for jerseys by teams that some teams have a lot of different jersey selections and some teams only have one jersey option. If that team is someone's favorite team, and they don't have a large selection of jerseys then that customer will leave the website and search for that teams jersey on another site.
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WorldSoccerShop.com

- <http://www.worldsoccershop.com> :

- Like: I like how they allow customers to search for jerseys based on different categories, such as Club, National team, country, league, or player
- Like: I also like that they have various assortments of jerseys for each team- they carry not only the home jerseys for each team, but also the visitor and alternative, and even their training kits.
- Dislike: I don't like how cluttered the page looks with all the links and tabs. I just believe there is too much going on on the page that distracts you from the actual products.
- Dislike: I don't like the fact that there is no clear distinction of what the homepage is nor is there an explicit link the home page.

Yearly Demand for Product:

According to <http://www.forbes.com/sites/greatspeculations/2013/05/13/why-nikes-growth-will-outpace-the-sports-apparel-markets/> , the global sports apparel market was worth about \$135 billion in 2012 and will reach about \$178 billion with in the next few years and is expected to only increase. Factors at play that are contributing to the constant growth are the increased fitness awareness, the need to be healthy, new stylish, yet comfortable sports wear, and the increased popularity in sports. This industry is very healthy at the moment, which is a great place for our company to start. It will only help us grow substantially in a short period of time.

Functionality

- If I can get the website to be fully operational, then I will start to think of expanding to mobile platforms, like Android, iOS, and Windows Phone.
- A later functionality we will want to develop in our website is to be able to display a receipt to the customer. The receipt will pretty much be a template and in the code just enter in some customer information like their account name and the list of products they have purchased and their prices.
- To set us aside from the other soccer online retail companies, I want to implement a social networking type environment within the ecommerce type environment. Customers will essentially be able to view and post comments about each product. They can ask questions and responses to those questions can be found under that same thread. Returning customers will be able to write reviews about the product, what they liked or disliked about it. Or customers can simply just converse.
- If time permits, I will want to implement a "like" and "dislike" feature to get back quick and easy customer response on a certain product.
- I also want to be able to add a feature where the jersey prices of teams are directly correlated with the teams actual performance- so, for example, if FC Barcelona are playing really well then their prices will go up making it a bit harder to obtain their jerseys that year, which also places even more value on the jersey. Because every team gets new jerseys, we would be able to identify the years in which teams had successes by the jersey worn that year, with this added functionality.

Standards Based Coding:

- My HTML code will be based on the HTML5 standards. It will validate completely and be validated by validator.w3.org.
- My CSS code will follow its' CSS3 guidelines and will be validated by jigsaw.w3.org