Web Page Project

My business will be called Sunshine Autos. It specializes in the selling of cars and vehicles, it also deals with car repairs. The income bracket will be between 40k and 100k. The company sells high end cars so most people that buy our cars will be wealthy. Due to the fact that the company sells high end cars and vehicles the target audience will be men, with ages spanning from 30 to 50. This will affect the design of my website because it will have to look professional but also welcoming and easy to understand. The colors will have to be vibrant to reflect the quality of the cars we sell, and the text will be large and easy to read. Going to different pages to see our information and location will also be presented with easy access. Our stock and price will also be on the site.