

IDEATION PHASE

DATE	03/11/23
PROJECT NAME	Creating blog using WordPress
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PROBLEM STATEMENT AND SOLUTION:

"As the sports industry continues to grow, the demand for sports-related content and products has surged. WordPress blogs dedicated to sports items aim to cater to this demand, but they face various challenges. These challenges include difficulties in sourcing and showcasing a wide range of sports products effectively, staying updated with the latest trends and product releases, and engaging with a diverse and passionate audience of sports enthusiasts. To create a successful WordPress blog in the sports items niche, it's essential to address these challenges and provide a comprehensive solution that offers valuable, up-to-date information, and a user-friendly shopping experience for sports enthusiasts."