1. Business is called APU, focusing on the production and sale of graphical processing units and central processing units.
2. Business ethos for the business is innovation and productivity. Improving hardware for others to use to improve on their fields.
3. APU produces/ sells processing units, specifically GPUs and CPUs.
4. Target audience is mainly companies and tech-focused individuals that require this hardware.
5. Key motivation of why people are to visit our website is to both compare prices from traditional providers alongside finding a consistent provider that other mainstream sale websites cannot provide.
6. Usually, people would be after something specific, such as a specific model or brand of CPU/ GPU.
7. Most people that visit the website are already familiar with the products.
8. Most people would not be looking for time sensitive information as these are units which are built and ready to be sold. Only exception would be if individuals are looking if the business is offering the newest models of CPUs / GPUs.
9. People could search around and compare specs for various available products to determine which to buy.
10. They would need to contact us, in which an available phone number is provided and available. Email is also another option should they provide us with their email address.
11. Visitors would typically be familiar with the subject area and brand since name brands are sold in the business as well.
12. Visitors would be familiar with the products that we are covering.
13. The most important features of what we are offering is reliability on stock and guarantee on quality which other sites may not guarantee. In addition to possibility for unique discounts, packages, and custom products.
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15. Common questions would consist of transit time, cost, and future promotions.