**BCM Great Promise Style’s Website**

Business Case

**Background**

BCM Great Promise Style is located at Los Angeles, California, USA close miles from the LA district Fashion. However, BCM Great Promise Style is not well known because it is a new business in the area and people don’t know about this brand and the amazing new dress for girls in the store. The need for more visitors, shoppers, customers, and sales per year has increased BCM Great Promise Style the necessity to create a website to show its beautiful dress to the world.

**Business value**

The purpose of the website *BCM Great Promise Style* is to promote not only a beautiful flower dress collection portraying life, love, beauty, and innocence, but to promote the visits to the store and to increase sales. A higher number of visitors and product quality are essential to the business success. BCM Great Promise Style flower dress is mainly based on customer's satisfaction (and customer's satisfaction depends on quality), inclinations, preferences, and loyalties. In this version of BCM Great Promise Style’s website, we want to promote our flower dress collection and its quality which visitors and customers can purchase and order via online, and at the store.

Revenue from BCM Great Promise Style website will come from online sales of the dress offered by the store to its visitors and customers. In addition to online sales, BCM Great Promise Style also plans to increase visitors to the store. At this stage, the website’s implementation will be only informational, and it will not include all the colors and style of dresses available.

**Target Audience**

BCM Great Promise website’s target audience consists of people who like casual and fashion style dressing. Demographics of the target audience include all ages. It means the youngest to middle-aged adults, elderly, single individuals, couples, visitors, or shoppers traveling in groups. The website also aims to attract international shoppers living outside USA with average to higher income.

**Vistors’ and Shoppers’ Motivations and Goals**

BCM Great Promise website's visitors and shoppers are likely to be travelers looking for a beautiful and casual dress related to nature, life, love, beauty, and innocence as the perfect purchase or wonderful detail for someone special such as a little daughter, granddaughter, nice, cousin, or friend in a special location. Specific goals of the website’s visitors and shoppers may include to know about and contacting BCM Great Promise Style for more information.

**Information requirements**

1. Likely, potential visitors and shoppers to BCM Great Promise Style would know little about BCM Great Promise Style so the website should provide information about our dress and flower collection, quality, and general details.
2. Visitors, and shoppers interested in visiting the store given that this is a business in developing status; thus, the website should provide relevant information addressing our product (dress), such as style, price, occasion, size, color price, composition, and care instruction of our beautiful dress.
3. In addition, the website should include information specific addressing about BCM, location, contact information and visitor’s, and shopper’s feedback.