2. Our website is an online-shop focused on selling laptops and products related to them. The website is targeted towards people between the age group of 16 and 50 because most people in this age group are interested in new tech and buying it. The website has no gender orientation as women are into tech as much as men are. We expect most of our customers to be from the IT field. Our team also thinks that most customers will access our website on their desktops, so the website is optimized for desktops and laptops. As our company is an American online-shop, we’ll be using English as our website’s language. The products showcased on our website are quite expensive, so we expect our customers to be people who earn around $3000 per month.