

Content Outline

1. **Initial page:** On the first page on my website I'll have a background on which shows our value page. This will include why we are the company we are and what we stand for. This will include my name and the different people who have contributed to our story and our store. This will also give a little feedback to what's needed to have a successful life through your dress. This will also give background on myself of how I as a person never knew how to dress until I lived in London and the people in London taught me how to be specifically a better dressed individual and sharper person. This gave me the confidence to become who I am and eventually marry the woman of my dreams.
2. **Information statistics:** Form There we will do a statistics page. This page will have a bunch of different statistics that show actually what men do feel to be successful. Like 90% of men perform better when they look good and 87% of men are more confident when they look good. This shows that they need to take our styling tips and our styling clothing to become this better performing and more successful person. This page will be very important to our company because It shows exactly why they need to but from us and what makes us different. One thing else that will be included is that people using our website will get the best prices and will gain a better overall experience by buying our bundles.
3. **Outfit Ideas:** After this we will have a tab that will show a bunch of different styles. I know a lot of people who just want to look at our website to show them what actually to wear or what goes with what. Because like my dad, many men are clueless and need help in the fashion department on what to wear. This is something to me I know I

would've needed growing up. Many people will find out that matching things will be good for them to do. This shows them what they should match things up with and what they should do to be a successful dresser or look the part of a successful person. This will also show people in the different communities that we as a company will show them what it is too look good.

4. **Type of Shopping:** After that we will have a page that will allow us to be able to pick what kind of selections of shopping they want to do. This shows them if they want to shop individual items or packages that go with that item. This is important because this is a many to one selection table that will allow all our customers to be able to choose certain types of things they are interested in.
5. **Package types:** This page will include all the different types of box packages. This is exclusive to our website. This simply because we as a company will let them pick a suit color, then we will show them a selection of ties that will match that specific color. This page will match up ties, cufflinks, handkerchiefs and socks that all match well together with this specific outfit. This is so important to our website because this is our butter. This is where people can actually apply what they learned of style to their own lives. Along with suits it will use shirt colors as well that will match ties, cufflinks and socks to that specific color of shirt. This helps us diversify the company. This will also give us multiple pages.
6. **Individual shopping:**After this we will allow all our customers to be able to pick individual styles of things. This would include the cufflinks, the ties, the pocket squares, and the socks individually. This is really good because it allows form more diversity.

7. **Shopping Cart:** After this we will have a page that allows the person to access a shopping cart that would allow you add or un add things and also allows you to be able to make things to become a gift or come with a gift wrap that you can allow you to give these as a gift.
8. **Subscription option:** There will also be a page that I want to eventually add that will allow you to make a subscription for a missionary or other people that will allow you to get one package a month for a discounted price. They will be sent to you monthly at any US location and also it will make you a VIP to get things discounted for a good period of time like a loyalty thing. This will help us boost site visits. This is good for the website as well because it shows that we have a good amount of people who will shop.
9. **Checkout Page:** After this we will have a checkout page that will allow you to put in your card information and shipping information. This is good because it allows us to effectively ship the products to the customer and make them happy with their purchase. This will be effective, and we will also offer free shipping with any orders over 50\$. This is good because it will make someone purchase a good amount of goods while feeling like they get a discount.
10. **Appreciation letter:** After everything is paid for a page will pop up and show them that we appreciate their order and we will be emailing them with a conformation code and also a tracking code that will allow them to see what they have. Along with a discloser that says we are not responsible with for shipping and that the property is then owned by the customer when the item is shipped to from the facility

