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IS 117-101

Homework 2

**Website: soccerlocker.com**

**SWOT Analysis**

* Strengths
  + New products, updated inventory
  + Wide variety of selections
  + Official Nike Bootroom Dealer
* Weaknesses
  + New to the soccer market
  + Small customer base
* Opportunities
  + Specials/Gift cards
  + Free shipping on orders of $100
  + Quarterly giveaways
  + Call to action
  + Aggressive marketing
* Threats
  + Free shipping on orders of $80
  + Customer specials
  + Big sales
  + Award system

**Audience**

To target their audience, soccerlocker.com should improve their website layout because I feel it’s too busy with images and text. There isn’t good use of white space, no call to action, or a starting point for new users to the site. By adding a billboard feature area that says sign up and save more, its audience will be targeted at first to increase its customer base. Later on, it can establish a billboard feature area with different content. But for the meantime, soccerlocke.com should focus on expanding their brand.

**Written Plan**

Since soccerlocker.com is fairly new to the soccer e-commerce market, it is essential to establish this website primarily to expand its customer base. To do this, I feel soccerlocker.com should first update their website design to display a less crowded web site where users can get around quite easily. Upon loading the website, I am overloaded with information and there isn’t a call to action or a billboard feature area either. A user has to immediately be confronted with a call to action and currently the website doesn’t offer that. After updating the website, I would suggest the client offer competitive prices to establish a good trusting relationship with its customers. By establishing a good relationship, soccerlocker.com will get the user to come back and keep buying more items. Offering more incentive shipping deals can potentially lead customers to buy more frequently. In my opinion, I don’t want to pay for shipping and I will find a website that offers free shipping. If soccerlocker.com provided customers with free shipping over $100 or guest customers with a $1 shipping deal, I can say that many more customers will order; I know I would. Basically, the goal is to first expand the customer base for soccerlocker.com by offering a clean website that will attract customers thinking it’s a fancy website and offer competitive prices to seal the deal.