***Justification for proposing a web platform for the business/service you described. I.e., how will a web-based solution improve the business/service?***

**Why the need of a website for “Epi de Dieu Ltd”?**

* Cope with the fierce competition with this new type of marketing
* easier and quicker contact establish with pastry with a 24 hour service
* People with accounts would be updated with the different promotions, new type of pastries and cakes (new products)as soon as they are available.

The management has come up with the implementation of a website for the “Epi de Dieu Ltd” pastry so as to be able to compete with the different competitors in this modernized world. The previous method of marketing that was used were business cards along with some adverts on the newspaper that were really expensive.

Shifting to e-commerce is followed by the adoption of digital marketing strategies mainly via display advertising (text, images, flash, and video/ audio), search engine optimization (online visibility) and social media marketing (Facebook, Tumblr, Google+). These techniques have proven to be more affordable compared to traditional marketing, to increase profitability in terms of revenues, to improve connectivity with the customer and to offer real-time results for the business strategies employed (web traffic).Moreover, for Epi de Dieu ltd, owning a website can serve the purpose of building brand image while maintaining a competitive approach in the catering business, which is important for survival as well as for business expansion

Through this website, our customers would be able to view all the new products (high definition pictures), what type pastry is available in our store (pictures and a day to day update) and also the schedule where different types of freshly bread would be available. This would help our customer in such a way that they would know what product would be available at what time so as they can save time.

Another important service that would be available will be online purchasing. This specific type of service would enable each of our clients to create an account in our database whereby they would receive updates concerning new products whenever they login onto their accounts. With an account our clients would also be able to use the “add to cart” service so as to list all the product they wish to buy using their credit card. Birthday cakes can be chosen among the different pictures available and the message to be written on it could be inserted in a text box. Free home delivery will also be available depending on the amount spent. They clients would also be able to view what they have bought on their accounts after validation of their payments.

The website also provides a 24/7 service whereby any order can be placed at any time. The clients can also contact the pastry through messages or mail thus reducing telephone costs and also the streamline workflow would be ideal with fewer interruptions like answering phone calls. All those would considerably increase the productivity of the business,decrease paper work and related inventory stock and also making a better planning of stock all those making the business more cost efficient.

Finally the website is easily accessible from any devices such as smartphones, tablets, smart tv, laptops or pc that are connected through mobile data or internet. The latter would be updated every day so as to keep our clients in the loop for any changes that would be made or any sort of promotions that would be available.