Personal Website Statements

**Purpose statement:**

Our purpose is to create an informative website that will teach new business owners how to create a simple, practical, and captivating website to engage customers, thereby assisting them in building revenue.

**Audience Statement:**

The proposed audience is young entrepreneurs with businesses 1 month to 1 year old, with an aim to increase their revenue by gaining a wider customer base. It is intended that the audience will access the website via smartphones, tablets, and desktops.