WEB 321 Capstone Project Bakery-Plus Executive Summary

YOU DID IT!!! You made a momentous decision to take the first step in embracing all the possibilities this age of information has to offer! By deciding to establish a web presence for your bakery with online ordering, you are positioning yourself to grab shares of a market you have not had access to before. And with our help, you will definitely succeed!

A great number of people are embracing online purchasing as a new way of life. From solely online retailers like Amazon to traditional brick-and-mortar retailers like Walmart, companies understand the need to provide the ability to purchase over the Internet. In today's fast-paced mile-a-minute society, people have become extremely time-conscious and want to spend as little time as possible doing routing tasks, including making trips to the store. What's more, with the Baby Boomer population now in their 70s, this country has more people unable to leave their homes than ever. If you want to service these segments of the population, you have to provide an easier way for them to buy your baked goods. You have to have to have a solid online purchasing system. But how can you be sure the system you get will be top-notch?

That's where we come. Our people here at Tarvin Web Design are experts at putting together e-Commerce sites. Customers will be able to view your goods online, make selections, and choose between having the goods delivered, or, for those who still like to get out of the house, picking them up at your store. And for store pickup, they will be able to choose between paying on the website or paying once they've reached the store. But we can do even more than that. We can provide the tools necessary for your customers to save their payment and delivery information on your site, making it easier to make future purchases, thus encouraging them to become repeat customers. Further, we can set up your site to take advantage of the rewards program you want to offer to your customers, and for those who don't want to register their information with you, we can set up an email distribution list so they can at least receive coupons and offers from you that would encourage them to shop with you.

Tarvin Web Design has created dozens of e-Commerce sites for both local and regional businesses. You can visit www.tarvinwebdesign.com/portfolio to see a sample of our work. Our site also has referrals and testimonials, as well as a list of all our personnel and their particular backgrounds and specialties. And once we begin working on this project, we will keep you involved every step of the way.

This is an opportunity you can't afford to miss. You want your site to be done right the first time, and you want to get it online as soon as possible. We will help you do that. Read through the attached proposal and see how we can help your bakery reach its fullest potential!