WEB 321 Capstone Project - Bakery-Plus Website

Goals of the Website

1. Increase Sales by offering alternative options for purchasing goods from the company

2. Increase customer base by offering alternative options for purchasing goods

3. Increase awareness in the community of the company’s services and offerings

4. Increase number of returning customers by offering incentives for frequent shopping through a rewards program and an email distribution

5. Gain new customers by providing coupons through an email distribution list

Core users of the Website

1. People who are unable to get to the bakery to pick up goods and need them delivered
2. People who are able to get to the bakery but wish to spend as little time at the bakery as possible
3. People who prefer to do their shopping on the Internet out of convenience
4. People who like to shop at businesses that reward loyalty

5. People who like to shop at businesses that provide coupons and discounts