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|  | **Vietnamese German University**  **Foundation Year Studies**  **Nam Kỳ Khởi Nghĩa Street, Hòa Phú District**  **Bình Dương New City, Bình Dương Province** |  |

To: Richard G. Bradley, MSM, MAL

From: Vu Tuan Hung, Team 2

Date December 6th, 2016

Subject: Proposal for Sporting Goods Store’s Website

This presentation is in response to your November 30th, 2016 requirement that we create a presentation describing the concept of our group’s project, to create a website of a store selling sportswear and equipment. We shall identify all the requirements this website should meet, and constraints we are facing.

**Background**

Sporting stores focus their Marketing strategies on the youth. This area of consumers is fond of using the Internet for searching products. This website will bring an experience of easy searching, taking little time, showing a variety of products. A website helps broaden the store’s image to the open world. Social network is a potential place. Usually, the cost for maintaining and managing a web is minor, comparing to the actual benefits it provides. More people can reach the website than coming to the geographical destination. It can operate all day and night without suffering any disadvantages and help the customer directing and reviewing products on demand. A website allows receiving feedbacks and improving customers’ experience.

**Requirements**

We have identified the following requirements that must be satisfied:

* The page must be **easy to read, follow** and **navigate** for interaction. This will reduce the rate of customers calling to ask for basic information.
* Products on sale, special offers section.
* Male or female’s products.
* Training equipment.
* Shirts, pants or shoes.
* A kid section is encouraged.
* A product search engine.
* Add to cart feature (if online purchasing is supported).
* A return to homepage button.
* The store’s background in “About Us” section.
* Location of stores’ branches and contact detail.
* A 24/7 contact that can be reached any time.
* Feedback feature, which later helps develop products’ quality.

**Constraints**

We have identified the following constraints that will limit the options available for us to meet the above specified need:

* Experiencing troubles is expected.
* Syntax or web’s surface errors might not be handled.
* Members don’t have a strong bond and connection, live far away from each other – few physical team meeting, difficult to detect others’ flaws and errors.
* Just finish sketching the UI at first stages, nothing has been done yet. UI will not be beautiful.
* No actual web designer or programmer in the team. Little designing knowledge.

**Schedule**

* Week 1

Choosing team members, divide work into parts, make a craft schedule. Study basic coding skills online.

* Week 2

Sketch, build ideas, concepts of the basic parts of the site. Start doing minor detail. Set color for background, text, ruler, tab etc.

* Week 3

Start building pattern and interface including logo, context and a few homepage’s images.

* Week 4

Input richer visual resources, products’ prices, reviews and ratings.

* Week 5

Build sort feature, search engine, comment section.

* Week 6

Input stores’ locations, dial contacts, owners, copyright and registration mark.

* Week 7

Complete final steps, improving user interface, scanning for syntax errors.

**Conclusion**

In general, a website brings a variety of benefits that is essential for a sportswear selling store. It is vital that all the products’ detail and additional comments and reviews be included.

If you have any more questions you will feel free to contact me either by telephone (+8496.775.9896) or e-mail (cs2016\_hung.vt@student.vgu.edu.vn).

Sincerely yours,

Vu Tuan Hung