**Project Introduction.**

For the multimedia project I have chosen to do a student deal website. I came about this idea by looking for such websites and I couldn’t find any, I realised there was a small gap in the market and decided to fill it. I believed that there was room for improvement so I chose to pursue the idea further.

**Target Customer.**

Our target customer for this website is younger people like college students and people around that age (16-30). We believe this is our target customers because the sites purpose is to target college students.

**Problems solved.**

With this site I hope to solve the problem of having to look endlessly of when there’s a sale on and what sops are doing cheap food deals. All of this will be contained within the one site.

**Differentiation.**

There is very little to no sites out there that do what my website will do. By that fact alone my site is differentiated from others.

**Branding Plan.**

**Analysis.**

**Profit & Loss forecast:**

For this venture we will spend very little money on getting it up and live. I will design and publish the website. The only money we have to pay is a company to host the website on their servers.

**Spreading the word:**

We hope to spread through word of mouth and also social media. Although this is not a very good branding plan I believe it will work well for my site as it is such a needed website.

**Competition:**

In today’s world there is hundreds of millions of websites on the world-wide web therefore there is a lot of competition out there. However, there is very few like my website, delivering information on clothes, food, nights out etc.

**Risks:**

Potential launch of other similar website by big companies with an already massive fan base for example Reddit. Reddit has millions of views per day and if they were to advertise on their website we would be crushed.

**Issues and Strategies.**

**Key Issues:**

1. What is the long term plan for the website and how will we keep people coming back?
2. How can we expand the business while still keeping it the same?

**Strategic Imperatives:**

1. Keep the website up to date with relevant deals and sales. We will post updates to all of our social media sites with a link to the website hoping people click in and increase the traffic.
2. Launch a mobile application to be used on smartphones and tablets.