The questions below are provided to help you define the structure, scope and purpose of your website. This is a very important step that must be completed in order for us to create a comprehensive quote, site plan and implementation timeline. Don't worry if you can't answer every question

1. **Website strategy**

What’s the objective of developing the website?

 To provide information to current and potential clients and to promote and market the organization, to provide intranet and extranet accesses

What is the primary message that you want to communicate to your site visitors?

Rossell Techsys is a local company with global Standards with high standards of professionalism and Ethics

What do you want site visitors to be able to do when they come to your site?

Makes visitors comfortable, they should get all current information, history, Read requirements, submit requests, quotes, track status, access authorized information (Internal) through intranet.

Do you have a metric or a performance indicator to see if the purpose of launching the website has been met or not? Basically the success criteria

Define one such that it evaluates number of visits resulting in positive actions and thereafter in increased business inflow.

1. **Target Audience / Industry / Demographic**

Who is the audience and what do you think they are looking for on the website?

All Aerospace and Defense domain industries- Domestic & Foreign, Component suppliers, Foreign Original Equipment manufacturers, Indian Defense establishments, DRDO organizations.

Who is your competition? (Provide web addresses if possible)

Sasmos HET [www.](http://www.sasmos.com)**[sasmos](http://www.sasmos.com)**[.com](http://www.sasmos.com) , DCX [www.**dcx**india.com](http://www.dcxindia.com) , Amphetronix, HAL, BEL, Merylin Hawk [www.**merlinhawkaerospace**.com](http://www.merlinhawkaerospace.com) , etc

What's the perception to be formed when someone visits the website? Can you please explain this in a sentence or less

Global Professionals excelling in the their core areas of operations

1. **Functionality**

How is activity on the social media platforms?

Not recommended, against current IT policy of Company

Are you looking at having users give their feedback, complaints, etc on the website?

Yes, it is a good practice for continual improvement

Are you looking at a mobile version? A lot of people are now accessing information using their mobiles - so having a mobile version would be good.

Yes, I would recommend

1. **Content**

Is the content written?

Yes available, can be improved upon based on collective suggestion. It should facilitate all marketing material, advertising, media, presentations and other essential activities.

If your site outline is done, how many sections do you have, and about how many pages in each section?

…

What keywords would someone type into a search engine to find you?

Rossell, wire harness, Embedded System, ATE, Test Solutions, Custom solutions, Product support

How often do you see the content being updated?

Preferably every fifteen days/Month

1. **Ecommerce**

If ecommerce enabled, please let us know the product categorization, shipping methods, payment gateway to be used, etc

NO

1. **Others**

Please list a few web sites that appeal to the same target audience or communicate an image or style that is similar to what you want

[www.dynamatics.com/daero.shtml](http://www.dynamatics.com/daero.shtml), [www.taal.co.in](http://www.taal.co.in), [www.**honeywell**.com](www.honeywell.com), [www.sakthi**aerospace**.com](http://www.sakthiaerospace.com), [www.mahindra.com](http://www.mahindra.com),

When do you want to go live with the website?

Anything else that you would like us to know?

Provide online engine with the capability for future growth that can allow for easy content updates going forward