**Plan for E-Commerce Website**

* Purpose for Website – “UON Sports” – Selling sports gear and equipment, clothing/footwear as well dietary stock.
* The database would be the various stock.
* Target Audience – All ages/ All body-types
* Homebase – UON
* For the website it would have compatible between different devices/Different countries
* Colour Theme – White Background/Black Writing/ Red & Blue Accents
* Discounts, Sales, Promo, Deals?
* Policies – Returns (Specific window - 30 days no exchange)?
* Payment Method - Go through PayPal (consumers would need to have a PayPal account)?
* Deliveries - (Shipped Out/Van Deliveries) Tracking/Automated Emails/Updates?
* Website Features – Customer Care/Contact Details (Emails/Numbers/Link to another Website) / Search Bar/ Basket/ Memberships?