

# ASSIGNMENT -1

Q1.What customers want to be done?

ans.The customers wants to make a website from us so they increase they products through online more easily.

Q2.What are client expectations?

Ans .They expect good website from us which is easier for customers to understand and which have easy excess to all their product.

Q3.What are constraints?

Ans .There is no constraints in this website customers have easy access to all of their product.

Q4.FOR what reason?

Ans .they want to increase their sale online due to covid 19 online shopping has been increased.

Q5.WHAT ARE PRIMARY,SECONDARY GOALS AT SHORT,LONG AND MEDIUM TERM?

Ans.THERE primary goal is for long medium and short is to increase their sale and there secondary goal is to provide their all product to their consumers as soon as possible.

Q6.IN What market?

Ans. Online shopping market.

Q7.targeted to what segment?

Ans .to all segment of online shopping market.

Q8.what image customers want to be present?

Ans.from us customers wants us to make a website for their business which is easy to use for their consumers and increase their overall growth.

Q9.Within what time period?

Ans .They want the website within 2weeks .

Q10.within what buget limit?

**Ans within 1500-2000 candian dollar.**

Q11.Does customer have a content material?

Ans. Yes they have they give us pictures of there product that they want to display on the home page of their website.

## **RESEARCH**

Q1. SHORT HISTROY OF CLIENT?

ANS .OUR client company name is zara a well know fashion designer clothing company in the market from the last 10 years .they made the real good stuff .

Q2.what is actual image and business position of client in market ?

Ans. The client has good reputation in market .they running there business well in the clothing market and they are very strong compititors .

Q3.what is actual image and business position of average and main competitors?

Ans.ALL the competitors of our clients zara clothing are strong in marketing and business postion there competitors are such as Gucci clothing ,ovo clothing etc they all are good brand and have great value in market.

Q4.WHAT IS MARKET LIKE?

ANS .In such a competitive market consumers like more good quality stuff in moderate price so todays market is so competitive.

Q5.who are the potential customers?

Ans Most of the younger generations who like to wear good and modern clothing are the potential customers of our clients.

Q6.What image and benefit should client present?

Ans.Our customers is going to make a strong image in front of All of his competitors by presenting all of their best article in online marketing .that going to be a huge benefit to all of their consumers because they will receive huge variety online.

Q7.what should customer offer?

Ans .our clients going to offer there all of the product online for everyone especially for the kids and women ,also their perfumes and other stuff will be available online at huge discount.