

Development of Fintastic Fish's Dynamic Website

About the Company

In 2010, in the lively streets of Manila, Charlie and Jasmine Buenventura, a married couple, were inspired by their first date at Manila Ocean Park. Charlie, deeply passionate about fishes, shared his enthusiasm with Jasmine during their visit. Captivated by Charlie's love for aquatic life, Jasmine embraced his passion wholeheartedly. Together, they wanted to share this passion with others. Starting with a small idea, they created a place for fish enthusiasts to enjoy. Today, their business, Fintastic Fish, is a symbol of Charlie's love and dedication to marine life, and Jasmine's support, showing us that great adventures often start with just one special moment of shared passion and inspiration.

The Company Team and Leadership

- **Charlie Mark Buenaventura (Owner):**

As the owner of the business and husband to Jasmine, Charlie oversees operations and ensures the success of the business in selling fish and aquariums. With a passion for aquatic life, he is committed to offering high-quality products and excellent customer service.

- **Jasmine Raiz Buenaventura (General Manager & Co-owner):**

Jasmine, wife to Charlie and Co-owner of the business, plays a pivotal role as the General Manager. With a focus on efficiency and customer satisfaction, she ensures smooth business functioning and a positive shopping experience for customers.

Staffs

- **Juanito John Sobremonite**

Juanito continues his role as a diligent worker responsible for assisting customers and maintaining the store's cleanliness during the first shift. He ensures that the store is well-organized and presentable, greeting customers with his friendly demeanor and providing attentive service to create an enjoyable shopping experience for all.

- **Nicole Jodi Jane Tabilog**

Nicole takes charge during the next shift, where she supports store operations by stocking shelves, organizing merchandise, and assisting with inventory management. With meticulous attention to detail, she contributes to the store's efficiency and presentation, ensuring that products are readily available for customers and that the inventory is accurately managed for the upcoming day.

- **May Laban**

May is assigned to cleaning and maintenance duties, focusing on ensuring the store remains clean and well-maintained throughout the day. While not on the cashier duties, she takes care of tasks such as sweeping, mopping, and sanitizing high-touch areas to uphold cleanliness standards. Additionally, she assists in restocking supplies and addressing any maintenance issues promptly to create a pleasant environment for both customers and colleagues.

Executive Summary

- **Problem Overview**

Our client is facing a challenge of low sales due to several factors contributing to the reluctance of people to keep fish as pets in the Philippines. One significant factor is the prevailing cultural trend where fish are primarily valued as food rather than as companion animals. Additionally, there is a perception among the local population that fishkeeping requires significant effort and expertise, deterring potential enthusiasts from embracing the hobby. Limited awareness and knowledge about proper fish care further contribute to the lack of interest in fishkeeping. These factors collectively result in untapped market potential and hinder our client's ability to capitalize on the demand for pet fish.

- **Proposed Solution or Objectives**

To address the challenge of low sales and tap into the untapped market, we propose the development of an informative yet promotional website. This platform will serve as an educational hub, showcasing the joys and benefits of fishkeeping while simultaneously promoting our client's business in selling fish and aquarium supplies.

The website will feature engaging content highlighting the beauty and diversity of different fish species, providing valuable insights into fish care, aquarium maintenance, and creating vibrant aquatic environments at home. Through visually appealing graphics, interactive features, and expert guidance, we aim to shift perceptions and encourage more people to consider fishkeeping as a rewarding hobby.

In addition to serving as an educational resource, the website will include an online store where visitors can conveniently purchase a wide range of fish species, aquarium supplies, and accessories. This integrated e-commerce platform will not only enhance customer convenience but also directly contribute to boosting our client's sales revenue.

In summary, our website development proposal aims to address the client's immediate need to increase sales while also revolutionizing the local mindset towards fishkeeping. By providing valuable information and promoting our client's business

offerings, we envision long-term growth and sustainability for our client's business in the evolving landscape of fishkeeping in the Philippines.

Scope of Work

Objective:

To develop and launch an informative yet promotional website aimed at increasing sales and promoting fishkeeping as a rewarding hobby within the local community.

Key Deliverables:

- **Website Development:**
 - Design and development of a fully functional website with multiple pages, including home, about us, services, blog, and online store.
 - Customization of website layout, structure, and navigation to align with client branding and objectives.
 - Integration of e-commerce functionality to enable online purchasing of fish species, aquarium supplies, and accessories.
- **Content Creation:**
 - Creation of engaging and informative content for website pages, including text, images, and multimedia elements.
 - Development of educational content focusing on fish species, aquarium care, and fishkeeping tips to promote the hobby.
- **Graphic Design:**
 - Design of visually appealing graphics, banners, and multimedia elements to enhance website aesthetics and user experience.
 - Customization of website theme and visual elements to reflect client branding and resonate with the target audience.
- **Search Engine Optimization (SEO):**
 - Implementation of SEO best practices to improve website visibility, search engine ranking, and organic traffic.
 - Optimization of website content, meta tags, and site structure to enhance search engine crawlability and indexing.

- E-commerce Integration:
 - Setup and configuration of an online store with secure payment gateways to facilitate transactions.
 - Creation of product listings with detailed descriptions, images, and pricing for fish species, aquarium supplies, and accessories.
- Testing and Quality Assurance:
 - Thorough testing of website functionality, usability, and performance across various devices and browsers.
 - Identification and resolution of any bugs, errors, or inconsistencies to ensure a seamless user experience.
- Documentation and Training:
 - Preparation of documentation outlining website specifications, configurations, and maintenance procedures.
 - Client training sessions to provide guidance on website management, content updates, and e-commerce operations.
- Project Management:
 - Project planning, coordination, and communication to ensure timely completion of deliverables within the specified timeframe.
 - Regular progress updates, status meetings, and client consultations to address feedback, concerns, and modifications.
 - Timeline:

The project is expected to be completed within a one-month timeframe, with regular checkpoints and milestone reviews to ensure progress alignment with client expectations. Note: This Scope of Work outlines the specific tasks and deliverables to be completed within the one-month timeframe. Both parties are accountable for adhering to the agreed-upon scope to ensure successful project completion. Any additional requirements or changes requested by the client beyond this scope may result in adjustments to the project timeline and cost.

Timeline

- Project Planning (Days 1-3):
 - Gather client requirements and plan the website structure.
 - Create simple sketches showing page layouts.
- Design (Days 4-10):
 - Design the website's look and feel.
 - Make changes based on client feedback.
- Development (Days 11-20):
 - Build the website and add features.
 - Write content and add it to the site.
- Testing (Days 21-25):
 - Test the website on different devices.
 - Fix any problems found.
- Client Review (Days 26-28):
 - Show the website to the client for feedback.
 - Make final changes based on their suggestions.
- Launch (Days 29-30):
 - Put the website live.
 - Make sure everything is working well.

Note: This timeline covers the main steps of building a website in one month. Communication with the client is important throughout the process to ensure the website meets their needs. Adjustments may be needed based on project complexity.