**Slide 1: Title Slide (15 seconds)**

* Project Title: "Enhancing the Digital Presence of KR Coffee Shop"

**Slide 2: Project Overview (1 minute)**

* Highlight the dynamic nature of the coffee industry.
* Discuss current market trends and the increasing importance of a strong online presence.
* Introduce the objective of the project: Strengthening the digital presence of KR Coffee Shop.

**Slide 3: Project Objectives (3 minutes)**

1. **Online Presence:**
   * Explore the challenges faced by KR Coffee Shop without a strong online presence.
   * Present statistics or industry insights supporting the need for a visually appealing and user-friendly website.
   * Emphasize how the website will become a key touchpoint for customers.
2. **Menu Management:**
   * Discuss the challenges in traditional menu management and the benefits of a user-friendly interface.
   * Provide examples of how a dynamic and easily updatable menu can positively impact customer experience.
3. **Customer Interaction:**
   * Dive deeper into the customer interaction features.
   * Explain how customer reviews, feedback forms, and a newsletter subscription contribute to building a community around KR Coffee Shop.
4. **Responsive Design:**
   * Elaborate on the importance of responsive design for catering to a diverse customer base.
   * Discuss how it enhances accessibility and user experience on different devices.

**Slide 4: Scope of Work (4 minutes)**

1. **Website Development:**
   * Discuss the decision to create a custom website instead of using pre-built templates.
   * Explain the considerations for an interactive menu and engaging visuals.
   * Showcase design concepts or prototypes.
2. **Content Management System (CMS):**
   * Provide more details on the CMS choice and how it facilitates easy content updates.
   * Mention any specific features of the CMS that align with KR Coffee Shop's needs.
3. **E-commerce Integration:**
   * Explore the decision to integrate e-commerce functionalities.
   * Discuss the benefits of secure online orders and payments for both the business and customers.
4. **Responsive Design:**
   * Discuss the development approach for ensuring a responsive design.
   * Mention any challenges and how they were addressed during the development phase.

**Slide 5: Project Timeline (2 minutes)**

* Break down each phase of the project timeline.
* Provide details on the duration and key activities during each phase.
* Discuss any potential challenges and how they will be mitigated.

**Slide 6: Budget Estimate (1 minute)**

* Break down the preliminary budget estimate.
* Provide a high-level overview of how the budget will be allocated across development costs, training, testing, and project management.

**Slide 7: Benefits (2 minutes)**

* Revisit the anticipated benefits:
  + Increased Visibility
  + Efficient Operations
  + Customer Engagement
  + Adaptability
* Provide real-world examples or case studies supporting these anticipated benefits.

**Slide 8: Conclusion and Call to Action (1-2 minutes)**

* Summarize the main points of the presentation.
* Reiterate the importance of the project for the success of KR Coffee Shop.
* Express confidence in the positive impact on customer experience.
* Conclude with a clear call to action, seeking support and approval to proceed with the project.