Jalen Graham

February 5th, 2021

COSC 412

**Individual Term Project Proposal**

My individual term project deals with something that is really personal to me. My friends and I have started our clothing business and we have done research on the best way to increase the number of people that buy our merchandise. We decided one of the best ways to do that would be to start our own clothing website to make it easier for customers to purchase and browse our catalog of clothing. I hope to work on this website throughout the semester to make it usable by customers by the end of the semester.

Websites usually give the impression that a clothing company is professional and knows what it is doing (Media, 2020). It would increase our brand awareness and credibility which should lead to more people buying our products. It would also be way easier to have the whole catalog of clothing on a website compared to an IG page or trying to show it in person. This would also make running our business cheaper to run (Quartsoft, 2017). Web hosting doesn’t cost that much money compared to setting up a whole office at one of our houses. It’s a lot easier to direct customers to our website to purchase items and it’s also easier to share our website with potential customers. This also gives us a chance to have a direct way of contacting is customers on deals or new clothing items coming soon (Media, 2020). People are more likely to buy from a brand they can trust and our website should be able to garner more trust from our audience.

Works Cited

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