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Business White paper

At Bespoke Beers, we care about quality and craftsmanship above all else. Since we were founded in San Francisco in 2011, we have been dedicated to crafting only the most meticulously brewed beverages, delivered right to your door. Our business ethos is to allow our customers to fulfill whatever beer cravings they have, no matter what flavor. We expect developers living in the bay area to be our main source of revenue and we will impress them on our website with our modern design and granular combustibility. We expect most of our customers will already be familiar with custom beers, but we will accommodate those who any not already be familiar with the process. They do not need to know any time sensitive information beyond the delivery date. We will help our customers decide which beers to buy based on their price point. We will provide phone and email contact details in the footer. Most visitors are already familiar with our brand. Our most important feature we are offering is customization and free delivery. Our product is special in that it caters towards developers in the San Francisco Bay area.

With respect to the layout and design of our website, we will have a navbar at the top with a landing page that showcases our best beers. Users can enter the store page where they can create and customize their orders from the navbar or from a button on the landing page. We will have an about page that shares the story and history of our company as well as our goal and mission statement.

We are using <https://www.beerdrop.com/> as inspiration for the layout of our website. It will have a navbar and an image on the landing page, with a shop page elsewhere. We will also be using Udemy for ideas.