



PROJECT BUSINESS PLAN

VIN STORE

IT473

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TO ANOTHER WORLD ☆☆

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INTRODUCTION



Vin store tries to be closer to customers by offering art workshops in all arts to develop artistic skills from young people to the elderly and even children, and also seeks to provide exclusive products for each customer with a unique design that carries the customer's identity and also provides ready-to-order products, in addition to working on cooperation with other store owners To spread the artistic culture, their motto is (Put your artistic identity here and we will implement it).

OBJECTIVES

- 1- CREATE THE STORE IN AN INNOVATIVE AND FLEXIBLE WAY
- 2- ENABLE DIFFERENT PAYMENT METHODS
- 3- PROVIDE THE LATEST SECURITY FOR THE SITE
- 4- EASIER ACCESS TO ALL PRODUCTS
- 5- IDENTIFY THE RIGHT TARGET AUDIENCE
- 6- OFFER COMPETITIVE PRICES
- 7- INCREASE CUSTOMER SATISFACTION AND RETENTION



VALUE PROPOSITION

Vin store offers professionally made and highly skilled handmade art also art workshops for all age groups , that meets the needs of students, teachers, art lovers and a good destination for gifting and cares about customer service to enhance the level of satisfaction and mutual trust.

Costumers

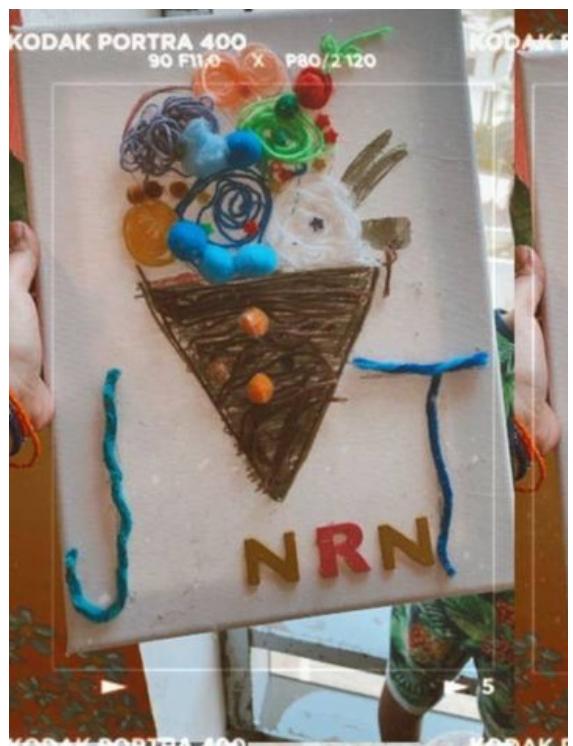
The store targets several groups of society, including students, teachers, lovers of handmade art and others. The store is a good destination for gifts, and products are offered at reasonable prices, and there are several discounts every period. The store is characterized by giving space for design according to the desire or request of the customer and also providing products ready to order. In addition, the customer or art lovers can attend the workshops to make and learn to manufacture products such as cups, drawing and other arts.

The store contains 4 types of products (fabric bags, cups of different sizes, brooches). The last type is art workshops that are held every period at certain prices and the category, address and location of the workshops are determined, and the workshop announcement is published on social media. The products are characterized by high quality, accuracy in manufacture by professional hands, varied and different designs and shapes on all products and the provision of quantity when needed.

Products

MARKET OPPORTUNITY

Focuses on the importance of providing good products at prices that fit the budget of students and people with limited income. It benefits those who want to own their own designs and put their identity and mark on the product, and this is done with skill and accuracy. Employers are interested in communicating with their customers and developing their artistic side by presenting their expertise and providing a space in which to show their creativity and energy, From young to old people even children . It provides products for several special occasions throughout the year and is also in large quantities when needed. possibility to see the stage of the business and other customers' products and experiences on social media to boost trust even more.



COMPETITIVE ENVIRONMENT

Their competitive advantage is to enable the freedom of artistic expression for clients from design to manufacture through the use of the best various tools, and the presence of places designated to attend the workshops in which all the various and required means are prepared so that the client or art lover can attend them easily and easily without the need to incur additional costs for special tools.



AND ADVANTAGE

Customer service at any time



High quality work and product



Affordable prices for people with limited income



CATEGORY

Vin is categorized as an Artwork online store that provides hand-made products to purchase with the possibility of learning to make them for customers

AND BUSINESS MODEL

01. B2C

Facilitating the customer's experience of purchasing through the site

02. B2B

Cooperation between art and a business to provide workshops during an event and facilitate booking through the website, designing porches or cups with the logo of the business for this event

TARGET CUSTOMERS

- People interested in buying crafts and art
- Business owners who offer art galleries
- People who are interested in learning how to make crafts

REVENUE MODEL

There is one revenue model that can be found in VINartist:

sales mode
because of selling the products and services

Marketing and advertising strategies

To reach a large segment of the audience, gain customers, increase sales and achieve profits, the e-commerce marketing strategy was used through social media



Twitter



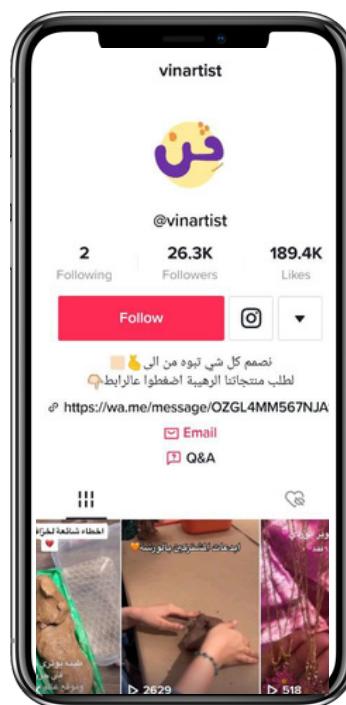
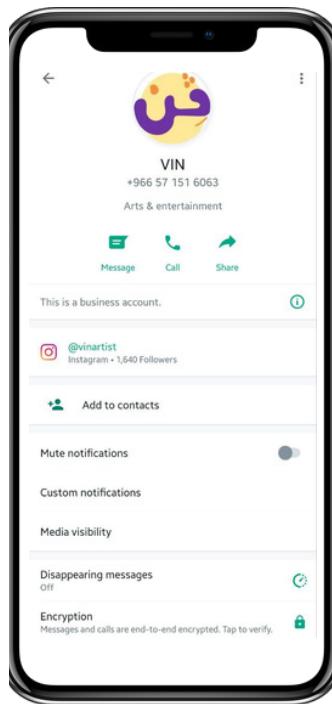
WhatsApp



Instagram



TikTok



Security solutions that will be used to protect the site



1: Keep Software Up-to-Date

It is crucial to keep all platforms or scripts installed up-to-date. Hackers aggressively target security flaws in popular web software, and the programs need to be updated to patch security holes. It is important to maintain and update every software product you use.

2: Enforce a Strong Password Policy

It is important to use strong passwords. Hackers frequently utilize sophisticated software that use brute force to crack passwords. To protect against brute force, passwords should be complex, containing uppercase letters, lowercase letters, numerals, and special characters.

3: Add HTTPS and an SSL Certificate

The website provides high protection such as SSL/ HTTPS encryption, which gives the opportunity to browse in a secure environment. With that, it can help secure the data of the customers within the website.



Security solutions that will be used to protect the site

4: Use a Secure Host



Choosing a secure and reputable web hosting company is very important to your website security. Make sure the host you choose is aware of threats and devoted to keeping your website secure. Your host should also back up your data to a remote server and make it easy to restore in case site is hacked. Choose a host who offers ongoing technical support whenever necessary.

5: Apply a Web Application Firewall



Making sure to apply for a web application firewall (WAF). It sits between your website server and the data connection. The purpose is to read every bit of data that passes through it to protect your site. Today, most WAFs are cloud-based and are plug-and-play services. The cloud service is a gateway to all incoming traffic that blocks all hacking attempts. It also filters out other types of unwanted traffic, like spammers and malicious bots.

PAYMENT MECHANISMS

01

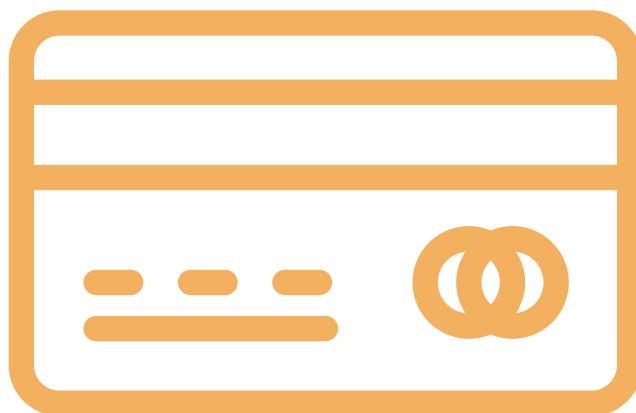
PayPal

Allows costumers to accept
PayPal payments

02

Manual Payments

Allows costumers to accept cash,check
or other custom payments





CONCLUSION

**We thank you for your
continued support in
our efforts to contribute
to the Vin**

**you can visit the site via
the following link:**

<https://ourvinstore.wixsite.com/vinstore>