Website Proposal

1. Focus – My “uncle” is an avid fan and owner of German Shorthaired Pointers. In his craze and time on the internet, he has found himself associated with multiple GSP groups and sees a potential demand for fellow dog lovers to buy products. My uncle is crafty, so he would like a website where he can sell his hand-crafted GSP related items, give a history of the breed, and have fun facts related to the breed.
2. Purpose – The website will cater to fellow GSP fans who will buy just about anything GSP related. The website will initially sell general merchandise, such as stickers, mugs, hats, and t-shirts. After an initial interest is noted, merchandise options will eventually expand to more item types.
3. Desired Results – A flawless and aesthetically pleasing website which will leave a user room to explore multiple pages and feel an inclination to save the website and make purchases.
4. Target Audience
   1. The immediate demographic would be GSP owners and aficionados.
   2. This is a US based website; initial audience will be US based as shipping products will be less complicated. There will be potential to expand our customer base.
   3. The estimated number of visitors ranges from 25-100 visitors per month depending on advertisement consistency.