

HassFass Avocados Website

Why this Website?

I decided to make a website for my business back home in Costa Rica: HassFass Avocados. Along my journey throughout the MBA, I have taken classes that will enhance my ability to make my business grow. This will only be the first iteration of what I envision HassFass's online presence to be. In fact, I already bought the domain www.hassfass.com, however this link currently sends you straight to our Instagram page, which is our most active online presence and where we have been able to amass over 10 thousand followers.

Information Conveyed

The information I aim to convey on the website is divided into four pages: (1) home landing page; (2) about HassFass; (3) our products; and (4) contact information. Through these four pages, I plan to tell the story of how my brother and I started the business and showcase the products we have for sale. I will not have an online store as of yet since we are in the process of pivoting from a B2C model to a B2B model, therefore we do not want to take new orders.

Target Audience

HassFass is located in Costa Rica and is catered to the local consumers. Hence, the website is for Costa Ricans interested in supporting local avocado producers. As HassFass continues to grow, the target audience will change to a more international audience, thinking to cater to large agricultural importers around the globe.