

**FULL NAME:****Problem Overview:**

1. Exposure for new businesses is very important if they want to grow fast, especially in the food industry.
  - a. Digital presence for a brand in this digital world
  - b. Showcase company/brand profile without having to speak, and entice investors
- 2.

**Proposed Solution:**

- Create a interactive brand/company website

**Project title:** Project Takuza 2023

**Project Objectives:**

- Create online presence for the brand that can be linked through socials and visited by people for resource, and genuine interest with the product

**Target Users/Audience:**

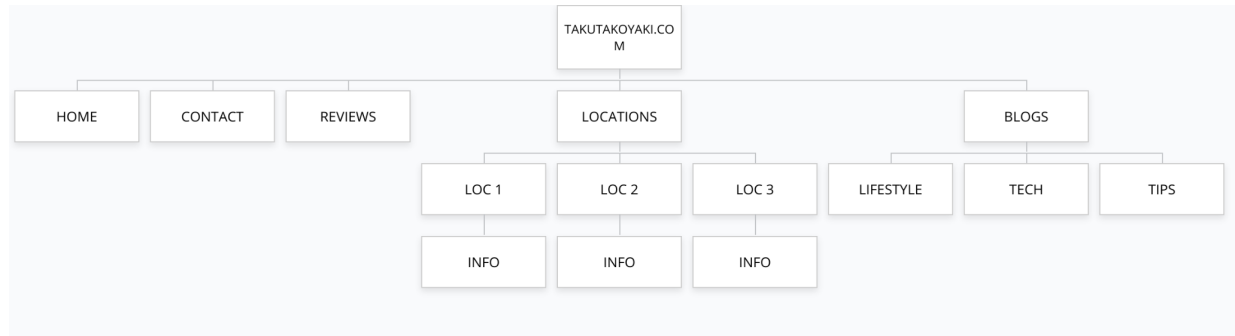
- Existing customer base (FOODIES)
- Potential investors
- New clients (SEO advertisers)

**Introduction:**

Takuza Takoyai was founded in 2022, with the mission of bringing authentic and high quality Takoyaki to the masses at an affordable price.

Takuza Takoyaki is food-cart business that sells Takoyaki (Grilled Octopus Balls) and operates in Caloocan City, whose reach is not yet significant enough to scale.

## SITE MAP



The sitemap above displays how I plan to structure the website. It will contain 5 Major pages, and 9 subpages that is easily navigable for best customer experience, and conversion, employing a minimalistic approach combined with elegance and modernization.