Project Plan for **BLOOP**

**Introduction:**

BLOOP is a clothing brand company that has been established in Singapore. It is relatively new in the Singapore fashion scene. We have a small following of loyal customers who have been supporting our brand.

We are mainly in the street wear lane. Thus, most of the products we sell are trendy which appeal mostly to the teenagers. Examples of products we sell are T-shirts, caps, accessories (wallets, bracelets and etc.) and even shoes. The interesting thing about our company is that we do not only sell products of our brand, we also sell clothes of other brands. This enables us to attract a wider audience since we also sell clothes that are more well known, yet at the same time when they visit our stores, they will also be introduced to our own brand of clothing. Our company also does trades as well which makes very dynamic and diverse.

**Objectives:**

* To allow our customers to have better access to purchasing our products
* Provide interested customers more information about BLOOP
* Showcase BLOOP’s catalogue to attract more people
* Easy to use interface for people to navigate around the website
* Create a minimalist and clean design

**Target Audience:**

* Teenagers and young adults
* Interested in Street Fashion with a local touch to it
* Anyone keen to join and work with the company

**Site Type:** E-Commerce. Customers can trade their own clothing for one of ours, this encourages consumer to seller collaboration and involvement with the company. Customers who sign up for a membership will receive any accessory of their choice, furthermore if they refer a friend to sign up, they will get a 25% discount for their next purchase. Allowing more people to know about the company which Promotes the company through the customers.

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**Timeline:**

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Date** | **Who’s responsible** |
| Meetup and discuss with client | **May 05 2018** | **Me** |
| Design mock-up submitted for approval | **May 08 2018** | **Me** |
| Draft site published testing server | **May 18 2018** | **Me** |
| Feedback from client (any more suggestions or features that he’d like to add on) | **May 20 2018** | **Me** |
| Make amendments based on feedback | **May 21 2018** | **Me** |
| Final feedback from client | **May 23 2018** | **Me** |
| Make Final amendments to site | **May 24 2018** | **Me** |
| Site goes live | **May 27 2018** | **Me** |

**Client Contact Information:**

Kenneth Deximo

CEO, BLOOP

Highlane St. Lepak

123456 Singapore

Site Map

LOGO

Socia Media

Trade

Account

Faqs

Lookbook

Search Bar

News

Cart

Womens

Mens

2018

Customer enquiries

New arrivals

New arrivals

Size guide

Clothing

Clothing

Accessories

Accessories

Shoes

Shoes

Brands

Brands

Main Page

Account

Faqs

Trade

Lookbook

Cart

Socia Media

LOGO

**About us**

News

Search Bar

Womens

Mens

**Showcase of BLOOP clothing**

**REGISTER for membership**

**Location of store**

**Photos from social Media**

**#BLOOP**

**Photos from social Media**

**#BLOOP**

**Photos from social Media**

**#BLOOP**

**Photos from social Media**

**#BLOOP**

**FOOTNOTE**

Layout 1 (new arrivals/clothing/ accessories/ shoes)

**Filter**

**Product**

**Product**

**Product**

**Product**

**Product**

**Product**

**Product**

**Product**

**Product**

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**FOOTNOTE**

Layout 2 (News)

**Annoucement for BLOOP**

**Annoucement for BLOOP**

**Annoucement from BLOOP**

**Announcement from BLOOP**

**Announcement from BLOOP**

**Announcement from BLOOP**

**Announcement from BLOOP**

**Announcement from BLOOP**

**FOOTNOTE**

Layout 3 ( Faqs)

Lay out 3 (Faqs)

**General Enquiries**

**Size Chart**

**FOOTNOTE**

Layout 5 ( Register for membership)

Lay out 4 (Registration)

**Benefits of being a member**

**Trade Now**

**Fill up details**

**Submit**

**FOOTNOTE**

Layout 5 (Trade)

**Fill up form to provide details of product they would like to trade**

**Submit**

**Upload photo of item**

**FOOTNOTE**