

Sample website brief

1. Introduction

We take the greatest opportunity of introducing ourselves as Hillock Coffee Company Private Limited". Hillock is one of the oldest reputed and traditional company established way back in the year 1999 with a vision of becoming the most-preferred house hold brand.

The company's reputation is based on high principles of ethics, quality, reliability, fair dealing and integrity. Since inception these principles have been very zealously guarded. The passion for excellence has been uncompromisingly continuing for over 9 decades which has been given birth to the development of finest quality coffee.

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2. About the organization

The Hillock Coffee Federation (HCF) is the single voice of the European coffee trade and industry, facilitating the development of an environment in which the industry can meet the needs of consumers and society, while competing effectively to ensure the resilience and long-term sustainability of the coffee supply chain, from farm to cup. Established in 1981, HCF represents the interests of the European green coffee traders, roasted and soluble coffee manufacturers, decaffeinator, coffeehouses and warehouse keepers.

The Hillock Coffee Federation counts 16 national associations and 35 company members across Europe, and speaks for over 700 companies, ranging from SMEs to internationally operating companies, representing an estimated total import volume of 40 million coffee bags, or approximately 35% of the world coffee trade volume.

3. Target audience

Nothing beats the fragrant smell of roasted coffee, whether at home, in the office or in a coffee shop. People who love the taste spend more than \$30 billion annually on regular and specialty cups of the hot beverage. Getting in on the coffee gravy train starts with knowing the target market of those who buy and drink coffee, which is key to determining which products are best to sell in your establishment. The target market for coffee, includes drip coffee drinkers, coffee shop lovers, specialty coffee drinkers, and whole bean buyers.

a. Drip Coffee Drinkers

The latest research has found that 77 percent of adults in the United States drink coffee on a daily basis. Depending on the price you charge for a cup of coffee, your target market may be students and business workers on their way to work or class, who want a cheap cup for the caffeine kick. On the other hand, you may choose to go after the upscale market, to appeal to middle- and upper-class coffee drinkers, who have the income to pay several dollars for a cup of coffee. The age of the coffee drinkers matters, too, with 40 percent of people aged 18- to 24-years old drinking coffee daily, while 54 percent of people aged 25- to 39- years, indulge in a daily cup.

b. Coffee Shop Lovers

People who spend time at shops and cafes where specialty drinks and regular cups of coffee are available along with an inviting atmosphere – rather than coming in to grab a cup of Joe on the go – are another target market. According to the latest research, there are more than 22,000 coffee shops in the U.S., generating an estimated \$12 billion. Starbucks is the clear-cut leader of the pack and has expanded overseas with great success, having 9,000 franchises on the international market. As more coffee shops offer a diverse menu, which includes bagels, specialty sandwiches, and desserts, the industry is expected to grow to an estimated \$47 billion by 2022

c. Specialty Coffee Drinkers

Espressos, cappuccinos, lattes, and mochas are just the start, if you want to sell specialty coffee drinks. The target market for this coffee product consists of those who love specific ingredients in their coffee-based beverage, and are willing to pay a premium to get what they want. This market continues to grow, according to Small Business Development Center, thanks to buyers becoming more educated about what goes into specialty coffee drinks and how they're made.

d. Whole Bean Buyers

Another target market consists of people who buy whole bean coffee to make at home or in the office. These buyers ask to have the beans ground in the store, or they grind the coffee themselves, for the freshest cup possible. This audience buys whole beans by the pound in different flavors from various regions, so offering a mix of Arabica and Robusta whole bean varieties is key to meeting your customer's varying taste.

4. Website activities and objectives

- **Reservation**

Online registration forms make it easy to plan your next event such as conferences, workshops .Our service is providing very unique and

systematic .In our café customer can reserve the seat early through our website. ry a free online registration form templates today!

- **Booking delivery**

Make booking easy for your customers and clients with a straightforward, clean online accommodation booking form.

- **Social media**

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content.

5. Navigation structure

The website will contain the following navigation structure. Alternate suggestions on page structure are welcome:

a. Home

b. About

- Mission and vision
- History
- FAQ
- Board (6 members)
- Staff (12 members)
- Fact sheet
- Annual reports (6 reports for launch)
- Partners

c. Product booking

d. Reservation

- Seat reservation

e.

Footer section

- **Company**
 - About the company
 - Term and conditions

Privacy policy

Career

address

- **Customer support**

Contact us

FAQ

- **Follow us**

Facebook

Instagram

Twitter

6. Website Features

The website should contain the following special features. Additional feature suggestions are Welcome:

- Online shop selling our branded merchandise.delivery charge is included in the purchase price and we post orders internationally.
- In reservation and shopping we added calendar into the site
- We also added in google map into the website.
- Shopping page we added online payment process.

7. Competitor website

Competitor website worth referencing are:

- Ceremony coffee foundation:- <https://ceremonycoffee.com>

We like the over all design.attrative packing design and photography

- Coffee address <https://www.coffeeaddress.com>

We don't like the design of this site. mainly the photography is mind blowing.

Interesting websiteand there is 4 type of product available in this website.

8. Design



9. Other requirements

We are looking for an affordable and reliable hosting solution. We require 500 MB of disk space and up to 10 GB monthly traffic. This excludes email hosting. We already have a domain secured.