



External Project: Business Website Proposal

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Rebecca Smallwood

Small Hands Creations

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Project Proposal

- **Information**

- *Name of organization:* Small Hands Creations
- *Address:* IMED 1316, Spring, TX
- *Contact Info:*
 - Name: Rebecca Smallwood
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- **Description:** Small Hands Creations stands out with its unique offering of handmade crochet products, catering to generous gift-givers seeking a meaningful present for loved ones or those with an eye and love for handmade crafts looking for a gift for themselves. They also offer tutorials for anyone wanting to crochet along.

- **Statement of Need:** The owner of Small Hands Creations is in need of a website to expand their business reach. The website will serve as an online platform for selling their products, mirroring the style and ambiance of their market booths to maintain a consistent brand image.

- **Goals:** The primary goal of the website is to promote Small Hands Creations' products and tutorials to a wider audience, thereby increasing the business's visibility and customer base.

- **Objectives:**

- Market and sell products
- Showcase business values
- Create a warm and inviting space for (future) customers
- Provide in-person shop locations
- Provide contact/social media information

- **Target Audience:**

- 20+ (male, female, other/all)
- Crocheters
- Dedicated gift givers
- Appreciators of handmade crafts