

Business Case

Coffee and Honey is an independent coffee shop. They are looking for ways to maximise their revenue by selling some of their products online and advertising their function room to maximise its potential.

They have identified setting up a professional website as a way of increasing their turnover. Once the website is added to the local search and the SEO is optimised, they hope to raise attention and turnover as follows:

- Increase usage of their function room: until now this has run successfully but only on a word-of-mouth basis and with limited bookings. They plan for the professional website to change this.
- Sell coffee beans over the internet, either for shipping or for pick-up in store. Part of their brand is their focus on specialty coffee beans, and this has potential to be scaled up.
-> The beans can also be ground by their professional grade bean grinder, if the customer so wishes.
- Sell honey from their own apiary, again for shipping or pick-up in store; one of the owners is himself a bee-keeper
- Sell bee-hive tours: this is more of an awareness-raising venture to help them stand-out from the many other competitors, but it could still bring in some welcome revenue at relatively low effort and cost.

The website is therefore designed to meet these requirements.