# Planning a Site:

* Goals: rebranding business
* Looking to get customers coming to me instead of the competition.
* Success is bringing in a solid profit and bringing customers in.
* Service is dance/gymnastics studio for kids and adults. Located in Ramat Eshkol, Jerusalem.
* I have been dancing my whole life and have been assisting and teaching for over 10 years. I started the business and an enjoyable way to make a living.

# Users:

1. Mother of a lot of young kids and needs to get some of them out in the afternoons. Thinks dancing would be fun, not so concerned about the technical aspect of the sport. More concerned that kids have a great time.
2. Mother who wants her daughter to learn intense gymnastics- cartwheels, flips and more. Would not sign up if “just a dance chug”. Daughter also already has chugim on Monday Wednesday and Thursday, oh also Tuesday from 3-4, so can you accommodate me?
3. Mother who used to be a professional ballet dancer wants her 3 year old to start young. Wants to make sure she will actually be learning ballet- not just fun and games.
4. 13 Year old girl has a passion for tap dancing. She knows a few friends and would love to start a group. Issue is she lives far and her school ends late- wants to make sure I can get a class together for he.

All parents are looking for outlets for their daughters. I can provide them with what they need with my specialized programs which includes a bit of all dance forms, in a fun and enjoyable way. The girls learn dance, while having a wonderful time! I am also flexible with times, and am able to start groups according to my customers needs.

# Analyze the Market

* Jewish Center for Performing Arts: They provide professional dance, drama, and voice lessons in Brooklyn . They cater to students who are looking for real quality classes in the performing arts. Their website gives a feeling of professionalism, and calm. While I would like to emulate some of their professionalism, I would add a bit more of a fun edge to my website, because I know that is a big thing my customers are looking for. My customers would not be attracted to their website.

# Core Values

* **Culture:** I am:
  + Fun
  + Professional
  + Knowledgeable
  + Organized
  + Responsible
  + safe
* **My Ideal Customer is:**
  + Eager to learn
  + Wants a good time
  + Interested in dance
* **Personality:** 
  + Energetic
  + Fun
  + Yet professional
* **Emotional Benefits:**
  + Healthy
  + Entertained
  + Happy
* **Tangible Impact:**
  + Afternoon entertainment
  + Learn a skill
  + Have fun
* **Unique Value:**
  + Flexible schedule
  + Unique program that caters to everyone
  + Learning a skill while having a great time.

# Define the Brand

* Fun, safe; Eager to learn; professional; entertainment; learn a skill
* Summary: The Ramat Eshkol Dance Center provides quality dance and gymnastics classes to girls and boys who are eager to learn in a fun, safe environment with a professional voice; helping keep your kids entertained and happy, while learning a skill to take with them.