BUSINESS DESCRIPTION, STRATEGY AND WEBSITE

URL: https://bronienation.wordpress.com/

UNIVERSITY OF MEMPHIS

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Web Analytics

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PROJECT PROPOSAL, DESCRIPTION AND STRATEGY

BRO-NIE NATION is a brownie selling company that allows users to purchase a variety of brownies with a simple tap from our website. In addition, clients can personalize their orders. We can even deliver brownies to your loved one's door along with a card expressing your best wishes. Because brownies are a popular dessert in many households, we provide a subscription service in which clients can have our brownies delivered to their homes once a month or once a week. We try to make this website user-friendly and simple to use. Customers can pre-order their brownies for delivery at a certain time and track their progress until they arrive. We even have a customer contribution program where we donate and distribute our brownies to make people feel happy. We are a team of bakers with a passion for baking and a desire to make people smile. We know that people enjoy eating brownies, and we want to spread happiness to people around the world.

Mission

Our mission is to make reach our brownie to every human under the sun, and to share in their joys and sorrows. Delivering the wishes of our customers' loved ones with our brownie treats will connect them all together. We will also strive to provide quality service and maintain long-term relationships with our clients. This can be done by providing convenient tracking systems on our website, offering a variety of flavors, and making sure to package our brownies with care.

Unique value proposition

Every brownie business has a distinctive flavor in their own unique way, and we have a unique approach in our items. We sell three distinct brownie types: fudgy, chewy, and cakey brownies. We also offer a free greeting addition with every order and a specific delivery time. This is what differentiates us from other brownie business sellers. Moreover, we deliver our customers the best service that no other brownie business in the market can offer. As a matter of fact, we are the best brownie business for you to choose. We are the only one that offers a variety of brownie types to our customers so that they can choose the best brownie flavor for them.

Goals of website

Our primary purpose in establishing this website is to entice as many clients as possible to check out our brownies and services we provide them.

Domain name

We decided to use the WordPress name bronienation.com as our domain because it signifies our goal of being able to provide all of our customers with the best possible selection of brownies. We also want to help our customers believe that our website is a place full of brownies. We believe that brownies are special friends of our clients and that this is what prompted us to use the name bro-nie nation.

Targeted Audience

Brownies will have a diverse target market as a Dessert-based enterprise. People of all ages, from youngsters to adults, like tasty snacks and will thus be included in the target market. So, we aim to provide brownies to people of all ages

The Primary target audience are further divided into three categories. They are children, Teenagers and Adults. We Plan to mobilize Parents, Teenagers, and Adults to our website through social media pages. The first category of target audience are young children and their parents. In this first category children are rewarded by parents with the feature that is available in our website. Parents then can buy delicious brownies for their children. The second category of target audience are teenagers who are studying in urban areas. The last category of our target audience are Adults who love dessert and have a sweet tooth. We plan to limit our target audience to people living in united states to deliver fresh and tasty brownies in promised shipping duration.

Industry analysis

Cloud kitchen has emerged as a major trend during covid-19 pandemic because dining out together was not possible due covid-19 restrictions. Small business took advantage of this trend and rapidly established their presence in the cloud kitchen. "The global cloud kitchen market was valued at USD 0.65 Billion in 2018 and is expected to reach USD 2.63 Billion by the year 2026, growing at a CAGR of 17.2%". Cloud kitchen model helped people to cut down on physical expenditure made on furniture and maintenance of large, rented space. This also helped to reduce workforce requirement thus resulting in huge profits with minimal expenditure.

Competitors analysis

Competitor 1: https://theobroma.in/ Theobroma is derived from Greek language and it means *'Food of the Gods'*. Theobroma is an expert in serving brownies, cakes, desserts, chocolates, breads and savouries. Their mission is to spread happiness by serving smiles on a plate. Theobroma is an online giant that delivers freshly baked cakes, chocolates and many more Desserts. This website has a bounce rate of 41.44%. we analysed Theobroma website using https://www.similarweb.com/ . Out of 182 keywords, "Theobroma" keyword alone generated a traffic of 10.24%.According to https://www.similarweb.com/ this website has a rank of 22,571 alone in India. Theobroma has tied up with online food ordering and delivery platforms called Swiggy and Zomato.

Competitor 2: https://insomniacookies.com/ is the website for gourmet confectionary and mainly brownies. their social media marketing is also carried out by members of the insomnia cookies family; their continuous involvement on Facebook, Instagram, and Twitter provided its immense prominence today. They have attractive website with beautiful purple layout theme. We have analyzed insomnia cookies website using https://www.similarweb.com/ .This website has a country rank of 12,679. This website has a bounce rate of 41.94%. It has around 374 keywords out of which 'insomnia cookies' alone generates 56.11%.

Competitor 3: https://www.fnp.com/ is the website of Ferns and Petals. They are popular in celebrating people's special moments by sending customized greeting cards and flowers. They have a pleasant green themed website. We have analyzed ferns and petals website using https://www.similarweb.com/ .It has an overall bounce rate of 47.70%. According to similar web Ferns and petal website has a overall rank of 874 rank in the country. There around 500 keywords 'Ferns and petals' keyword alone generates a. traffic of 2%

SWOT Analysis

Strengths	*Weaknesses*
- Numerous types of brownies - Delicious products of high quality at affordable rates - Strong delivery system and qualified workforce. - Innovative concept of delivering brownies to clients at their doorsteps on a weekly or monthly subscription - based model. - Timely delivery of greetings and wishes to loved ones using our brownies. - Customers can personalize their packaging.	- Limited resources to appeal to a larger audience. - Brownies only have a short shelf life. - A new player on the market and insufficient power. - No separate warehouse has yet been established for this.
Opportunities	*Threats*
- Extend out to new regions. - Boost social media activity to draw in more clients. - Increase the variety in the menu. - Incorporate sugar-free options on the menu.	- Strong competition with other dessert delivering companies (Dunkin Donuts, Krispy Kreme, Theobroma etc.) - There is broad scope to new entrants as cloud kitchen is not capital intensive in nature. - Economy recession. - An increase in health awareness.

Business campaign strategies

Search Engine Optimization (SEO)

We would like to apply SEO strategies that are intended to improve a website's or webpage's visibility in search engine results pages (SERPs).

There are numerous approaches to search engine optimization. Among them are:

- Keyword research and analysis

- On-page optimization

- Off-page optimization

Social Media

We set up our pages on a few social media sites to advertise our businesses and brands and to allow the audience to easily access updates. We will try to gain follower with Our promising services and collection of brownies via our social media sites, such as Facebook, Instagram, and Twitter.

Offers and discounts

We offer special discounts on the products or services, as well as free add-ons with purchases on some special days. For our loyal customers, we also provide valuable coupons and gift cards on their orders.

Blogs

Our blogs about the brownies, their flavor will increase the customer base around, as well as the opinions of food reviewers about our brownies, will inform clients about our company. Our clients can know more about us and the products we offer when we blog about the newest

trends and stories on our previous customers experience. This can help you gain the trust of existing clients and draw in new ones.

Google Ads

We want to use Google Ads to advertise businesses via ads that show up on search engine results pages. It works when Companies pays to have certain text adverts of theirs pop up whenever users search for a specific term on Google.

Measurement Plan for Bro-nie Nation

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Business Objective	To increase the sale of brownies and attract new customers				
Strategies	SEO	SOCIAL MEDIA	OFFERS AND DISCOUNTS	BLOGS	GOOGLE ADS
Tactics	Key words, On-page optimization, Off-page optimization	Posts of our brownies and customer reviews	Providing offers and discounts	Posting stories twice in a week	Pay for text advertisement
KPIs	Rank positions	Number of followers	Availing of offers, number of subscriptions	Avg time on the site, Pageviews	Increased brand awareness
Targets	Top ranked in brownies	Increase to millions of followers	To increase 50 subscribers every month	Time spends on page	To reach top 15 search on google for brownies

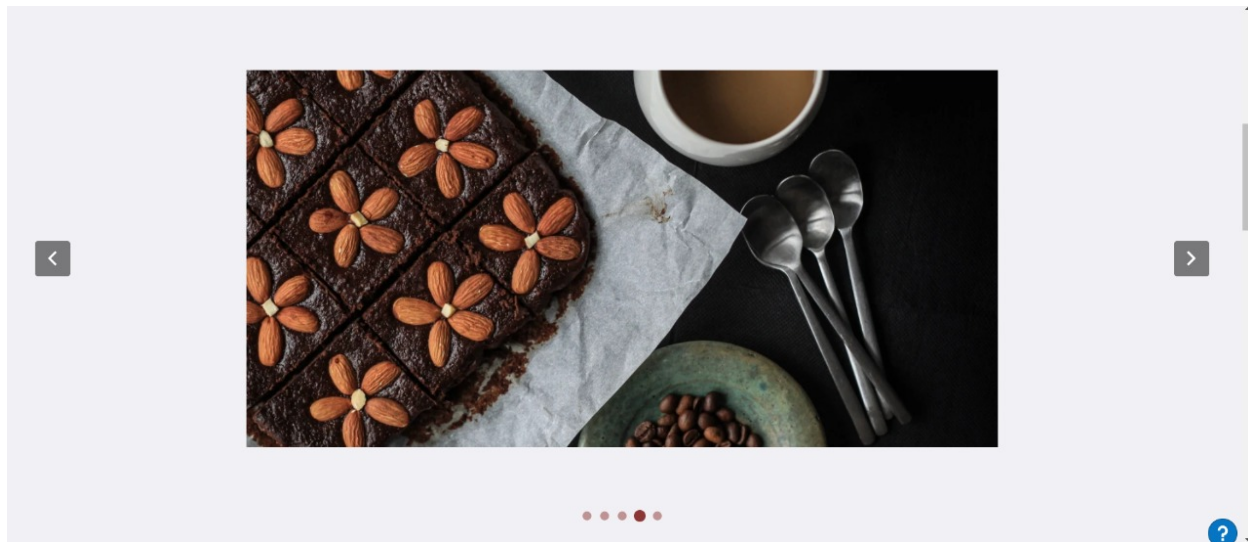**WEB Design**

Logo (*Not completely developed).
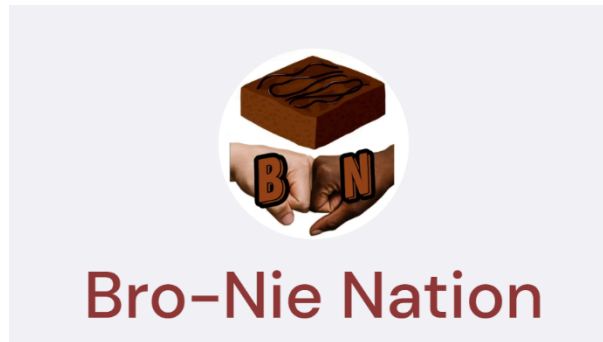
The theme about the logo is explained in the points below.

- Sharing the brotherhood bond with the costumers.

- Making our brownie consumers a community.

- Boosting the mood in consumers.
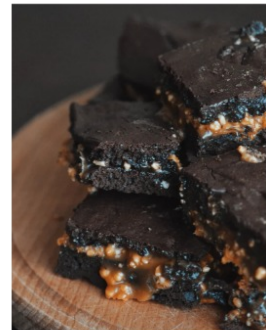
Website Page Screenshots.
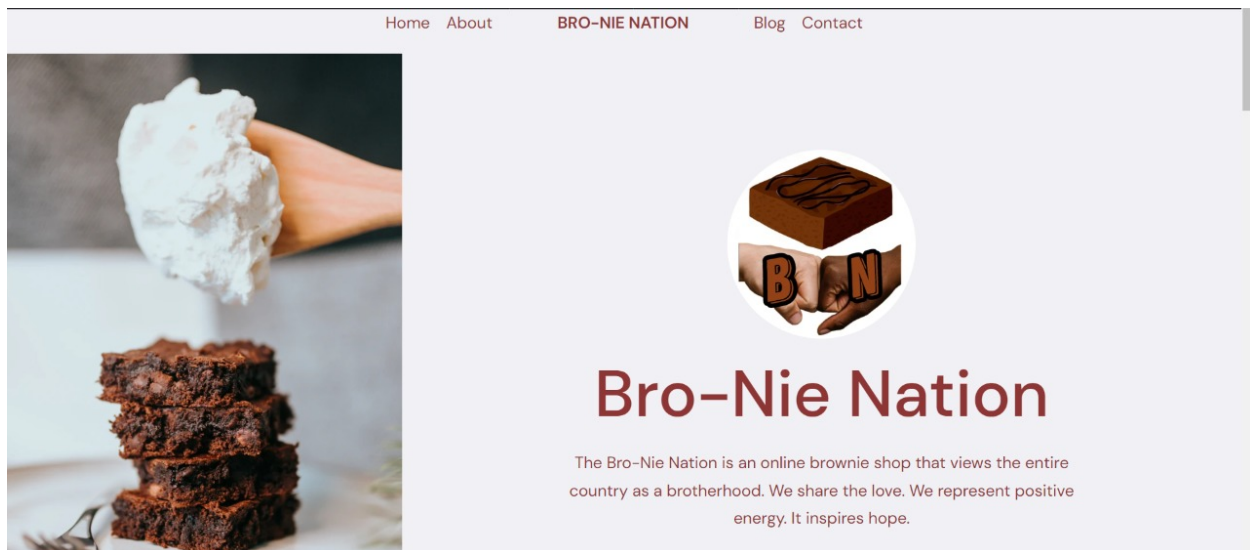
Our Favorite Trio Brownies

Fudgy

Cake'y

Chewy

Contact Us

Don't hesitate to reach out with the contact information below, or send a message using the form.
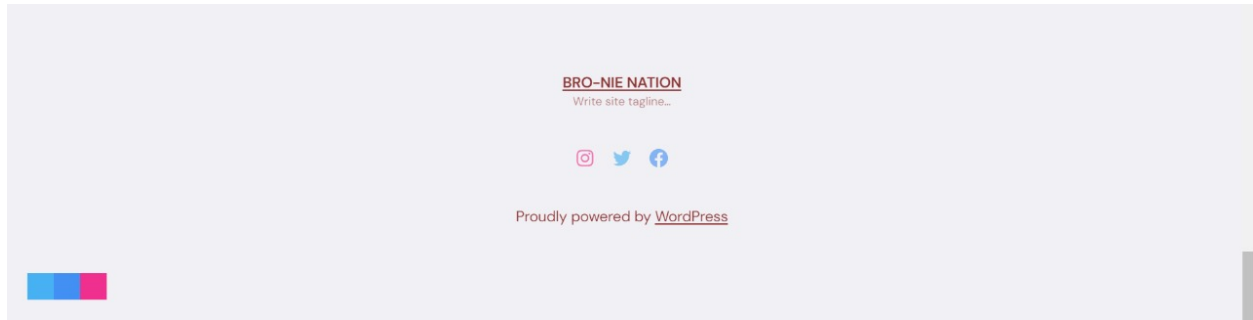
Name (required)

Email (required)

Message

Submit

Southern Ave,
Memphis, TN 38111, USA

bronienationonline@gmail.com

Monday	9:00 am – 5:00 pm
Tuesday	9:00 am – 5:00 pm
Wednesday	9:00 am – 5:00 pm
Thursday	9:00 am – 5:00 pm
Friday	9:00 am – 5:00 pm
Saturday	Closed
Sunday	Closed

Description:

This is the WordPress website we have created for our online business Bro-nie Nation. We have added a small description and theme of our business first. Secondly, few SlideShare's that describes our recipes next is basic contact us information with our social media websites.

REFERENCE:

1)Maurya, A., Subramaniam, G., & Dixit, S. (2021, January). Laying the table from the cloud during Lockdown: Impact of Covid crisis on Cloud Kitchens in India. In *2021 2nd International Conference on Computation, Automation and Knowledge Management (ICCAKM)* (pp. 299-302). IEEE.

https://www.similarweb.com/website/fnp.ae/#keywords

https://www.similarweb.com/website/insomniacookies.com/#overview

https://www.similarweb.com/website/theobroma.in/#overview