**Sneaker Hub- SNH**

Business Case

**Business description**

Sneaker Hub (SNH) is a small business established, in an effort to maintain our customers' satisfaction, we have handpicked a select number and styles of shoes, though that will be a work in progress as the small business grows. We have only selected one brand of shoe, and have therefore decided to only upload three different options for this brand. Depending on the feedback that we receive and the customer satisfaction rates, we will slowly begin to grow and develop the website.

**Business goal**

Our online small business would greatly benefit from a website like the one that was created, because unlike many other small businesses, it is a great way to promote our small business, as well as grow our business. Many small businesses typically begin their sales and profits through social media, though not many take the time to create an online shopping platform where their customers and followers are given the opportunity to shop. This website will provide the customer with an easier way to shop and find what they are looking for, as well as provide us with a more organized way to keep track of sales and order fulfilment.

**Target Audience**

Sneaker Hub is a company established for those individuals who also share the same likes and styles of that of a “Sneaker Head,” as we like to call ourselves. It was decided that this new online small business be provided to those who enjoy splurging their money on shoes as much as we do. We have brought a select number of shoes solely picked for the purpose of bringing everyone who takes a liking for shoe shopping. Millennials would be our target audience as we fall under this generation and are quite knowledgeable on the styles that are trending and the shoes that most millennials are inclined to purchase.

**Visitors' Motivations and Goals**

Our website will be the only way to purchase any of our products, therefore it will be necessary to use this online purchasing platform. However we will also be promoting our products website on our social media platform to grow our sales and customers. Though, this website will be essential for our small business as it will display all the available items, as well as provide the customer with any support that may be necessary, whether it be order fulfillment or any issues that may come up when delivering the product to the customer. Our goal is to provide excellent customer service and take all the feedback that is given to make the website quick and easy for the customer to make purchases. Customer satisfaction will be our top priority at Sneaker Hub, as it would not exist without the support of our customers, therefore it is necessary to provide the customer with a great experience for the customer to continue supporting and shopping at Sneaker Hub.

**Information requirements**

1. Further information and details on the item that will be available for purchase.
2. Pictures of the item that will be purchased.
3. A place to leave feedback for a better experience the next time around.
4. Reviews from customers to showcase the effort made for customer satisfaction.
5. A shopping cart for the allocation of all items being purchased.

**References**

The information and knowledge not only comes from these sources but also from personal knowledge as well. As someone who owns all these shoes I have receipts of what the prices are worth.

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HERZOGENAURACH. (2019, December 4). *Adidas + Kanye West announce the yeezy slide desert sand, the Yeezy Slide Bone, and the Yeezy Slide Resin*. adidas News Site | Press Resources for all Brands, Sports and Innovations. Retrieved December 1, 2021, from https://news.adidas.com/originals/adidas---kanye-west-announce-the-yeezy-slide-desert-sand--the-yeezy-slide-bone--and-the-yeezy-slide-/s/408cc225-8229-4395-8470-abacb37eadd2.

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