# Purpose of Website

The purpose of this website is to promote a local shoe shop located in Galway. The shoe shop ‘Prego’ opened in High Street, Galway on 31st of October 1998.

Prego offers a wide range of quality high-end Italian shoes and handbags. In Galway there is a gap in the market for high-end quality Italian shoes and handbags. Even with local competitors around every corner in Galway, with stores such as Logues, Murrays Shoes and Premoli, Prego has managed to successfully keep their customers happy for over 20 years.

This website will hopefully reach a new demographic in the shop. Currently the products in store are aimed at adult women, the purpose of the website is to expand the target audience that are looking to purchase high end shoes and handbags. Another purpose for this website is to give the business that has been running for over 20 years social media recognition, other than Facebook. The benefits of this, we assume, are prominent.

A website will help build new and better relationships with suppliers and manufacturers. It will increase customer loyalty, as they will want to keep up to date on sales, new deliveries and web specials. Also, Prego’s business could branch out and expand nationally or even internationally.

These are the few purposes and benefits of having a website and social platform for a business.