

## Pullman Safaris and Car rentals Ltd

### Website Design Specifications for Pullman Safaris and Car Rentals Ltd

#### 1. General Information

- **Company Name:** Pullman Safaris and Car Rentals Ltd
- **Domain Name:** [e.g., [www.pullmansafaris.com](http://www.pullmansafaris.com)]
- **Target Audience:** Tourists (local and international), corporate clients, NGO & business travelers
- **Website Goals:**
  - Showcase safari packages and destinations
  - Promote car rental services
  - Allow bookings and inquiries
  - Build brand trust and visibility
  - Provide contact information and social media links

#### 2. Website Structure & Pages

Here's a suggested sitemap:

##### 1. Home

- Hero image with slogan (e.g., "Explore Africa with Confidence")
- Brief intro
- Call-to-actions (e.g., "Book a Safari", "Rent a Car")

##### 2. About Us

- Company history and mission
- Meet the team
- Why choose us?

##### 3. Safaris

- Safari packages (e.g., wildlife, gorilla trekking, cultural tours)
- Destinations (Rwenzori, Murchison Falls, Queen Elizabeth, etc.)
- Itinerary examples
- Pricing (optional or on request)
- Photo gallery

##### 4. Car Rentals

- Vehicle options (SUVs, 4x4s, saloons, minibuses)
- Self-drive vs chauffeur-driven
- Daily/weekly/monthly rates
- Booking form

#### 5. **Booking / Inquiry Form**

- Contact form
- Date selector
- Safari or car rental preferences
- Phone & email fields

#### 6. **Testimonials / Reviews**

- Customer stories
- Star ratings or TripAdvisor embeds

#### 7. **Blog / News (optional)**

- Travel tips
- Company updates
- Conservation or community stories

#### 8. **Contact Us**

- Location map
- Address, phone, email
- Social media links
- Operating hours

### 3. **Design Preferences**

- **Theme:** Professional, adventurous, warm African aesthetic
- **Colors:** Earth tones (green, brown, gold, beige), inspired by nature
- **Typography:** Clean, readable fonts
- **Imagery:** High-quality safari and vehicle images, happy clients, landscapes

### 4. **Features / Functionalities**

- Mobile-friendly (responsive design)
- SEO optimized

- Fast-loading pages
- WhatsApp chat integration
- Booking form or third-party booking plugin
- Testimonials slider
- Google Maps integration

## **5. Technical Requirements**

- CMS (WordPress recommended for flexibility)
- SSL Certificate (HTTPS)
- Hosting plan with adequate bandwidth
- Backup system
- Google Analytics setup
- Email accounts (e.g., info@pullmansafaris.com)

## **6. Content & Assets to Provide**

- Company logo (high resolution)
- Safari and car rental descriptions
- Images (vehicles, destinations, team)
- Terms & conditions
- Booking terms and policies
- Contact info and social handles