**Project Plan**

**Mini Site 2 - Training Zone**

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**Mission Statement**

The Training Zone web site is intended to increase revenue for Training Zone by promoting the services offered by the company and increasing new and repeat customers.

**Success Evaluation**

Other advertising will be consistent for a period of 3 months (except for including the new web site), so that any increase in sales should be attributable to the site. At the end of this 3-month period (and during), the number of new customers will be counted and compared to the previous 3 months.

**Target Audience**

Residents, mostly between the ages of 28 and 50 form most our current audience (mature age job seekers), and this is who the site is aimed at.

**Site Flowchart (Structure Diagram)**

