



Project Proposal Presentation

IT135-8L | BM1 | Group Belarus



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List of pages of the desired website

1

Background

Background of the Chosen Company

Company Background

MSP Custom Athletic Gear is a Filipino owned business that was established back in 2013. MSP is an athletic brand that designs and manufactures sportswear for both the local and global market. The garments are designed and manufactured in the Philippines and shipped abroad.

Company Background

It started as an export company that manufactured sports uniforms exclusively for sports retail companies in Australia. After 6 years in the export business, the company expanded into the local market making custom made uniforms for various sports and other types of apparel.



Needs Analysis

Understanding the *why* behind the need

2



Needs Analysis

Why does the company need its own ecommerce website instead of setting up shop in an existing one?

- As the business is growing, the company has decided to open up an online platform for its retail market to keep up with changing marketing trends.
- The company needs their own website for expanding their export market with more countries such as Singapore, Dubai, Taiwan, and the United States.
- The company wants an improvement in search marketing and increased marketing opportunities.

Needs Analysis

Why does the company need its own ecommerce website instead of setting up shop in an existing one?

- The company wants creative freedom in presenting their products.
- The company wants to encourage brand recognition and show professionalism especially for the global market.
- The company wants to surpass limitations and offer more features and functionalities such as customizing the gear and apparel, and more payment options.

3

Site Features

Features to be included in the website

Site Features

1

Multiple Payment Options

The website will feature multiple payment methods in the shipping cart.

2

User-Friendly Design

The website will feature an easy user experience and provide breadcrumb navigation.

Site Features

3

User Feedback

The website will feature user feedback and reviews to drive social proof.

4

Detailed Product Info

The website will feature detailed information and photos of products.

Site Features

5

Detailed Order Info

The website will feature details about the customer and the ordered product.

6

Customer Care

The website will feature Contact Us page, FAQs, Payment and Shipping information, etc.

Site Features

7

Branded Design

The website will feature a unique design to represent the brand to the target market.

8

Company Information

The website will feature comprehensive company information.

Site Map

Understanding the *why* behind the need

4

A dark gray rounded rectangle with a folded bottom-right corner, containing the text 'Site Map' in a bold, yellow, sans-serif font. The text is underlined with a thick yellow line. In the top right corner of the rectangle are three small colored circles: pink, blue, and yellow.

Site Map