# Project Proposal

Group E:

Imran Zulfiqar | x16112369

Witold Zolnowski | x17143853

## Introduction to the project

A personalized keyring business needs to upgrade the business by creating a new updated website which will help boost the online sales. This website will also help advertise and a new marketing strategy for the business.

Personalized keyrings are becoming famous and in recent times an increase in their demand. Due to increase in their demand the competition has also increased, and it is essential to have an amazing online presence.

Unlike many of our competitors we believe our customers, no matter how large or small, form the bedrock of our business and as such we treat each and every one of them like gold dust.

As per the previous method of the sale, which was to deliver the order at different shops and other delivery address and order was only being made by phone. This has led to many errors and affecting the business reputation.

A clear mechanism is required to list on-line orders with all the details needed to facilitate all aspects of the web orders. The use of special offers and promotions are used to influence customer purchases. This needs to be added to the functionality of the new site.

## Project Goals

As mentioned above that there is a dire need to have a website. The goal of this project is to create a website which will help the business to boost and increase revenue and ultimately.

There are following topics which will be covered in this project.

The site will require all the usual functionality of a typical business website and the requirements listed below will be incorporated into the project.

1. Cater for on-line orders
2. Provide a complete dynamic on-line menu
3. Promote special offers on-line
4. Improve company advertising and marketing
5. Provide structure to the entire delivery process
6. Easy method for staff to update menu content, view on-line orders etc.