White paper

1. My webpage is describing a sweater factory
2. The business is originated in Bangladesh with thousands of labor working for producing goods for Calvin Klein, Tommy Hilfiger.
3. The factory mainly focuses on sweaters.
4. Target audience is mainly buyers/brands.
5. The key motivation for people to visit the website is to know more about the factory and what’re it’s certifications.
6. They want general information on what the company is and how it operates.
7. Most of the visitors of the website are familiar with the products and just need a general info on the factory.
8. Yes, the website tells the buyers the latest machines that’re being used to produce the garments.
9. Visitors don’t get any specific description of the products, but they do get informed about the factory and their unique machines.
10. No, they can only email or phone call me, no in person meetups.
11. No, most of the visitors are experts in garments because they’re all affiliated with the fashion industry.
12. The most important feature is that the company is compliant with countries rules and regulations, it’s hard to find a company that’s compliant in Bangladesh.
13. This company has 60 million dollar worth of transaction in Europe and 10 million in US.

This company has been in the business long enough and has enough credibility over it’s competitors.

1. The only question that people ask that has worked with the factory is “How can we provide sweaters for so cheap and maintain the quality?”.