# Scope Statement – ABC Furniture Advertisement Website Project

## Project Objectives

Develop and launch a responsive, user-friendly advertisement website within 3 months.

Improve brand visibility and credibility by establishing an online presence.

Provide customers with access to company information, product details, and contact information.

Increase customer inquiries by at least 25% within the first quarter after launch.

## Deliverables

Responsive corporate website accessible via official domain.

Company profile, mission, and vision pages.

Product catalog with images and descriptions (non-transactional).

Contact form, store locations, and integrated maps.

Social media integration and basic SEO setup.

Documentation and staff training for content updates.

## In-Scope Items

Website design, development, and deployment.

Domain, hosting, and SSL setup.

Basic SEO optimisation (keywords, metadata).

Integration of branding assets, product images, and company content.

## Out-of-Scope Items

Online shopping / e-commerce features.

Advanced CRM or ERP system integrations.

Mobile application development.

Paid advertising or advanced marketing campaigns.

## Constraints

Budget capped at $20,000 AUD.

Timeline of 3 months from project initiation to launch.

Website must comply with Australian privacy and accessibility standards.

## Assumptions

Client will provide product images, company information, and branding assets.

Client will assign a project contact person for timely approvals.

Domain registration and hosting costs will be covered within the project budget.

## Acceptance Criteria

Website must be fully functional, responsive on desktop and mobile devices.

Content (products, company info, contacts) is uploaded and approved by stakeholders.

Website passes User Acceptance Testing (UAT) and is approved by the client steering committee.

Website ranks on the first page of Google search for 'ABC Furniture Adelaide' within 2 months of launch.