
Proposal for Lollipop Children's Boutique

Summary

Develop a web site for Lollipop, a retailer for children's clothing, shoes, and accessories. To start, the web site will be 5-10 pages. It will feature company information, products shots, and online retailing area. Later on the web site will expand into other areas, which will be later determined.

Goals

Create a web site

Sell and market products both online and offline through the web site

Generate customer leads through web site

Keep updateable products sections with photographs

Maintain overall web site assets such as images, product sections and web site copy

Audience

Upper-scale clientele. Most likely spends an average of \$50 per transaction on children's clothing, accessories, shoes, etc.

Planning & Development Phase

1. Collaborate with client regarding business objectives, technical objectives and concerns, budgets, and long-term plan for technical implementations and add-ons to current business.
2. Perform a competitive analysis. Examine the top 5-9 competing web sites along with 5-10 in-shop retailers.
3. Gather business assets from client in the form of company logos, proprietary production information and prices, photography or product shots, web site copy, etc.
4. Create a flow chart of web site pages, assets, copy, and e-commerce areas.
5. Obtain client feedback for storyboards. Get approval to move forward with plan.
6. Move on to steps of implementation.

Steps to Implementation

1. register a domain
2. select hosting service
3. Develop a web site prototype
4. Obtain approval for suggested prototypes
5. Implement the prototypes into a final version of the web site
6. launch web site

Timetable

To be Determined

Other Items

Specific types of goals such as **x number** of sales to be conducted online and offline

What products will be pushed more online and offline?

Up-season versus down-season – strategies for this

Projected Costs

Domain registration for 2 years- \$26 or per year \$13.

Web site hosting –plans range from \$10- \$20 per month.

Estimated 5-10 page web site with PayPal setup \$1200.

Add-ons to be determined with extra per hour fee for labor.