

Project 5

Section 1.0 – Create a Basic Website Plan

1. *Your Company Name:* DECK – A playing card company

2. *The mission statement for your company.* Keep in mind, a great "mission statement will define your company and its purpose in 30 seconds or less."

"We're here to make playing cards that make your game nights awesome. Quality, fun, and connection—that's what we're all about!"

3. *The types of products you wish to sell*

My plan is to sell/offer a wide variety of playing card decks.

4. *Define your audience*

A. *What type of customer do you want to reach?*

Target customers for our playing card company include quality-conscious gamers, and magicians, art and design enthusiasts & gift buyers. Identifying and focusing on specific customer segments helps tailor marketing and product offerings to meet their needs.

B. *Who are your target customers?*

Playing cards appeal to a diverse range of customers, including card game enthusiasts, magicians, collectors, casual gamers, gift shoppers, businesses, educators, and trainers. They offer entertainment, artistic value, and versatility, making them suitable for various purposes and interests.

5. *How do you plan on marketing your ecommerce site and the products you sell?*

I plan to employ strategies such as (SEO) to enhance website visibility, social media marketing to showcase products and engage with followers, content marketing to provide valuable information and attract organic traffic, email marketing for personalized communication and promotions, paid advertising for targeted reach, and partnerships/sponsorships to leverage existing networks and events.

6. *What type(s) of payment systems do you plan on using? PayPal, credit cards, cash, etc.?*

We will be offering methods such as PayPal, credit cards, and debit cards.

7. *How will you handle order fulfillment for your product(s)?*

Order fulfillment for playing cards involves several key steps. Customers place orders online, providing shipping and payment details. Orders are processed, checking product availability, and confirming payment. The selected decks are then picked, packed securely, and shipping labels generated. Packages are handed over to shipping carriers for delivery, with tracking information provided to customers. Once delivered, confirmation is received, and customer support is available throughout.

8. How will you handle Security on your website?

Keeping the website secure is vital to protect customer data and the business. This means using encryption to keep data safe, making sure payment systems are trusted and secure, and regularly checking for any security weaknesses. We will also enforce strong passwords and use tools like firewalls to block any unauthorized access. Keeping software up-to-date and training staff in security helps too. Being clear about how we handle data and what terms apply builds trust with users.