

ITWP 2600 – Project 5

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1. Company Name: Byte Store
2. Mission Statement: Our goal is to connect people with great products at great prices. We offer a wide variety of computer peripherals and parts. Please take a look at our online shop and most of all, enjoy yourself!
3. Products we sell: Our company sells Computer Mice, Keyboards, Headsets, Monitors, USB Hubs, Speakers and more.
4. Audience: The audience for my site is anyone with a computer. The site will be accessible to people of all ages but there will be an emphasis on younger customers or gamers specifically. I want to specialize in gaming peripherals.
5. How do you plan on marketing your ecommerce site and the products you sell? My plan is to market through YouTube/Twitch advertisements. I can sponsor popular channels to have them recommend my site/products. It will also make sense to pay some relevant online sites to have banner ads and such.
6. What type(s) of payment systems do you plan on using? PayPal, credit cards, cash, etc.? Ideally the site will accept all forms of online payment, possibly even cryptocurrency to be ahead of the curve. The more options we offer here, the easier it will be for our customers to shop. Credits card and PayPal will both be a must.

7. How will you handle order fulfillment for your product(s)? I will handle shipping in house to start with and try to obtain a small contract with a company like FedEx or UPS.

8. How will you handle Security on your website? Security on the site will primarily be handled through WordPress and the plugins used to facilitate the shopping cart. By using WordPress we are able to offload a lot of the concerns around security.