

Website Plan

My company is Cozy Cup Collective.

The company's mission statement is: "We make every coffee moment comforting and enjoyable by providing high quality beans, brewing tools, and more to turn every cup into something special."

The types of products I want to sell are coffee beans, coffee grounds, coffee brewing equipment, coffee brewing machines, coffee brewing accessories.

I will market the e-commerce site by developing my brand as an overall cozy coffee experience rather than just selling products. I'll have articles on my blog like "Best Brewing Methods for Newbies". I would also achieve better search rankings by using SEO strategies like keyword mapping.

My target audience would be coffee enthusiasts looking for ways to brew at home, have a routine with coffee, or try new coffee products. They would be between the ages of 16-30 and would consist of students and young adults who drink their coffee while studying or working, and remote workers who would like to make their own brewed coffee.

The payment options I will use to process product purchases through the website will be credit card and PayPal. Customers can order from the website; when the customer places an order, the order is processed to a fulfillment service where the product will be packed up and sent to the customer's address for delivery.

I would handle security on my website by using SSL encryption to protect customers information. I will also include safety features like secure logins to help keep customer data safe.