

David wysocki

ITWP 2600

04/21/2025

Final project

Website design

1. Your Company Name

Dynamic Sporting Goods & Services

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." a. You may wish to look at the article "How to Write a Mission Statement in 5 Easy Steps" b. You may wish to review the SlideShare slideshow for Mission statement examples at <https://articles.bplans.com/mission-statement-examples/>.

My website aims to provide top-quality sporting equipment for all major sports. We also provide indoor sporting facilities featuring pick-up games, training camps, one-on-one lessons, and online training videos for all levels. We also host leagues for all sports and ages good for people just getting into sports or pros that are looking to stay in shape. Everything that you need to take your game to the next level including Up-to-date sporting equipment, everyone knows the development of technology has been changing sports for years, and people are always looking for the newest and best equipment to keep playing with an edge over their competition—a representation of the onsite facilities and what we have to offer the local community. Competitive pricing on all equipment Hours of operation Updated contact including coaches on the roster for onsite coaching. Updated videos with new/cutting-edge mechanics and drills.

3. The types of products you wish to sell

Sporting equipment, video analysis, online sport education, nutrition, Workout guides and sport training.

4. Define your audience a. What type of customer do you want to reach? b. Who are your target customers?

I'm aiming at golf, baseball, and boxing athletes. I'm trying to reach the athletes that want to improve their game and become the best athletes possible.

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

My site will use ad generation for our site; we may be pay to have the site be at the top of the search results to get more hits!

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

We accept all forms of payment!

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

We will have a 3ed party vendors to take care of the shipment of the products and fulfillment of orders.

8. How will you handle Security on your website?

We will make sure we do backups on the server and implement a very goof firewall and anti-malware. We will use secure plugins and keep the site updated with the changing web environment. We will make sure our admin credentials are strong and nonassessable to anyone other than the admin team.