

## Website Plan

**Your Company Name:** GemsEssentials

**2. Mission statement:**

GemsEssentials believe that everyone deserves a fragrance that is cater to them. Fragrances deserve to tell a story and hold memories.

**3. Products I am selling:** The types of products I wish to sell is fragrances for everybody.

**4. Define your audience:**

I want to reach to those who is interested in fragrances and want to smell and feel good. The people I am targeting are those who are interested in perfumes and colognes. Also, those who collect fragrances.

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

I'll market my site on social media like Instagram, TikTok, and Facebook. I will be able to promote ads through Facebook. I might even market my site via YouTube by showing products and showcasing them.

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

The payment system I want to use is credit/debit cards.

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

I will fulfill orders by having a system that will keep track of inventory and make sure all the products are delivered to customers by giving them a tracking number when their orders are shipped. The customers will receive an order confirmation along with their order number and once their order ship they will get an email that their order has been shipped.

**8. How will you handle Security on your website?**

Security is very important to me and to make sure my site is protected I will purchase a website certificate to keep my website protected. This will keep customers personal information safe.