

Claire Muller

ITWP 2600

Website Plan

1. **Company Name:** Lightborne Boutique
2. **Mission Statement:** Our mission is to celebrate individuality by offering a thoughtfully curated collection of beautiful garments that combine quality craftsmanship with contemporary flair. We believe that everyone deserves to look and feel their best, and we're dedicated to giving our customers the wardrobe to express their own style.
3. **Product we sell:** Clothing
4. **Audience:** Our target audience is fashion-forward women, such as young professionals, fashionable college students, women living in urban areas, and value-conscious shoppers seeking quality.
5. **How we plan on marketing:** Social media/content marketing, SEO, influencer collaborations, paid advertising
6. **Payment System:** Credit card and PayPal
7. **How order fulfillment is handled:** Keeping accurate inventory records, having a streamlined order processing system on the website, running an organized warehouse where orders are packed, partnering with reliable shipping carriers for transport, providing customers with order tracking and customer support.
8. **How security is handled:** Implementing SSL encryption, partnering with reputable payment gateway providers, firewall protection, data encryption, regular security audits, creating a comprehensive privacy policy.