

CORPORATE WEBSITE



OBJECTIVES OF DEVELOPING A CORPORATE WEBSITE

PRIMARY OBJECTIVES

1. SHOWCASING THE BRAND IDENTITY
2. BUILD AWARENESS AMONG POTENTIAL CUSTOMERS, PARTNERS, AND INVESTORS
3. DISSEMINATION OF INFORMATION – CORPORATE, PRODUCT AND SERVICE RELATED

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SECONDARY OBJECTIVES

1. CUSTOMER ENGAGEMENT AND SUPPORT
2. LEAD GENERATION AND SALES
3. PUBLIC RELATIONS

TARGETED VISITORS

1. INTERNATIONAL BUSINESSES/ BRANDS/ SUPPLIERS
2. LOCAL DISTRIBUTORS/ BUSINESS PARTNERS
3. FOOTWEAR MANUFACTURERS
4. CUSTOMERS
 - *BRAND CONSCIOUS CUSTOMERS*
 - *NOVELTY, TREND SEEKING CUSTOMERS*
 - *CUSTOMERS WHO PURCHASE ONLINE*

PERCEIVED PERCEPTION ON THE WEBSITE INTERFACE

CORE BUSINESS MODEL	TRADING
TYPES	DISTRIBUTORSHIPS, INDENTING
VALUES	TRUSTED, RELIABLE, HERITAGE (DSI GROUP)

VISITORS' PERCEPTION

INTERNATIONAL BRANDS/ SUPPLIERS	RELIABLE, TRUSTED BUSINESS PARTNER WITH A HERITAGE TO ENGAGE IN DOING BUSINESS
LOCAL BRANDS/ SUPPLIERS/ DISTRIBUTORS	RELIABLE, TRUSTED BUSINESS PARTNER WITH A HERITAGE TO ENGAGE IN DOING BUSINESS
	CONSIST OF STRONG BRANDS
CUSTOMERS	MULTIBRAND COMPANY/ VARIETY OF BRANDS/ CURIOSITY
	DIVERSE PORTFOLIO CONTINUOUSLY EXPANDING
	SOPHISTICATED, USER FRIENDLY E-COMMERCE PLATFORM (PHASE 02)

OVERALL CONCERNS

1. INTERFACE/ UIUX WITH A PREMIUM LOOK
2. INTERFACE COLOURS MATCHING WITH LOGO COLOURS –
*BLACK, RED & WHITE OR PROPOSED ANY OTHER COLOUR
COMBINATION WITH STC LOGO COLOURS*



CORPORATE IDENTITY

REFERENCE WEBSITES

1. <https://jatholdings.com/>
2. <https://masholdings.com/>