



Description of Opportunity

A web design company does all the work of creating a professional website and keeping it running smoothly, for other companies. The cost of creating a website can vary as company services can vary greatly and requirements will be different.

Target Market

Existing or new business owners looking to create a website or just upgrade their current website.

Set Up Costs

- | | |
|-------------------------|-----|
| 1. Profile Website page | 6. |
| 2. Advertising leaflets | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Equipment List

- | | |
|------------------|-----|
| 1. Good computer | 6. |
| 2. Printer | 7 |
| 3. Scanner | 8. |
| 4. | 9. |
| 5. | 10. |

Consumables & Raw Materials

- | | |
|----------------|-----|
| 1. Paper | 6. |
| 2. Printer ink | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

1. Web designing
2. Creative / Graphic design
3. Project management
- 4.
- 5.

Premises

You can work from home.

Labour Intensity Factor: 7 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: HIGH \$\$\$

Start-Up Tips

1. Do market research to see who would give you the business if you start up.
2. Find out EXACTLY what your market's expectations are - so, what do you need to do?
3. Do a business plan before starting off.
4. Consistently follow up with your customers to ensure customer satisfaction.
5. Use tools such as Google AdWords, Facebook ads, and GoDaddy Email Marketing to raise awareness about your business and services that you offer.

Videos & Articles (URLs)

1. Join a WordPress or similar Blog.
2. Look out for free and low cost courses on websites such as Daddy's Deals, Hyperii, Udemy, Shaw Academy, etc.
3. Research free software programmes that can help you with creating templates.

Buyer Persona

Description: People who own a business full time or a freelancing business and require a website to promote their products and services or who have an existing website needing upgrading.

Role: Business owner

Age: 18+ (enter range)

Gender: Both

Education: Grade 12 and higher

Social Standing: Business owner or worker with a side hustle

Monthly Income: Medium to High

Daily Challenges:

1. Does not have time to create a website
2. Budget is tight
3. Does not have the skills to do the work required.

Biggest Fears:

1. Unprofessional website design
2. Website click through's are slow
- 3.

Purchasing Criteria:

1. Quality, professional website designs
2. Cost effective offering

Social Media Platform:

1. Facebook
2. Twitter
3. WhatsApp Groups
4. Instagram
5. LinkedIn

Personal Goals:

1. Better Lifestyle
2. Make Money (Save Money)
3. Be a successful entrepreneur

Hobbies & Interests:

1. Sports
2. Arts and culture
3. Travel

Common Objections:

1. Will your value be worth what I pay?
2. Will the website be completed on time?
- 3.
3. Meeting or exceed the clients expectations.
- 4.

Market Needs & Pain Points

Market Needs:

1. Professional web site
2. Management of their website
- 3.

Market Pain Points:

1. Website that is not up to date
2. No website at all
3. No time to properly and professionally manage the website.

Opportunity Pros & Cons:

- Pros:**
1. There will always be demand for websites, with new businesses starting, and existing businesses wanting to upgrade.
 2. Web design is fun, creative, and gives you an opportunity to work with different types of clients and businesses.
 3. Webdesign can be done from anywhere allowing you a lot of flexibility and can be started part-time.
 4. You do not need a degree, and can use specialty certifications and training.
 5. Your business can expand over time as you increase your knowledge.

- Cons:**
1. Web design changes all the time, you need to ensure you stay current with new trends and technologies.
 2. There is a lot of competition in this field due to all the positives.
 3. You will probably work alone at your computer for long periods of time with little to no interaction with other people.
 - 4.
 - 5.

General Notes & Suggestions

Time management skills will be very important to manage properly with this business. Most web design requests will have deadlines which you need to make sure you meet.

For a successful web design business you need to provide professional, quality work that meets or exceeds your clients expectations.

Ensure you have a cloud based repository where you can keep all your artwork and client details in a properly categorised manner.