

Mihaela-Angela Sirghi (1706192) Group 1

Introduction

My business is about nails beauty - nails extension with Swarovski stones, manicure and pedicure. It's a partnership business and my business partner is Antonio Craciun. Me and my partner we build a business plan to open a nails salon in a very popular area in Swansea. We named our salon 'Dream Nails' because the product we offer is referring to beautiful and glamorous nails, nails that anyone can dream of. We chose to open a nails salon because I have 4 years' experience as a nail technician and because we strongly believe it's a future business, with low costs and high demands on the market.

Main Body

To advertise our business, me and my partner we started to build a website page, Using Weebly, to create a professional website in order to promote our business. Was a very pleasant journey and I enjoyed a lot. I've learned how to look online for characteristic pictures of my business and how to attach them to my website. I added relevant pictures relating to my business and to my products and also added important information about my business such as location, contact details, advertising and offers. I provided a clear price list with my products and the time that need to be allocated for that product.

I discovered many useful tools and elements that helped me to make my website to look more professional. I've learned how to add a text under a picture to provide details about the product present it in that picture, how to use a 'spacer' between pages or to add a map with my business location in 'Contact' page. I even added a contact form using 'Contact Form' element to give my clients the

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opportunity to contact me or leave a feedback about my services and I also discovered a 'Survey' tool which I added it in the same page on my website in order to find out few basic information about my clients. I cannot say it was easy because I encountered difficulties several times especially when I tried to add something new or add new pictures because many images I found online appeared blurred. I also struggled with the survey tool because I wanted to add more questions to the survey, but I couldn't figure out how to do it, so I left it like that.

Me and my teammate also did a questionnaire after a few days to provide useful information about potential future customers. We have chosen a set of questions that we've decided together, which I thought were relevant to understand better the requirements of the market and the customers. The answers we receive will help us improve the services we offer through the business we promote online. The questionnaire seemed very easy to do, the difficult part was to upload the questionnaire print screen to my blog because no matter how much I've tried I couldn't do it using Google Chrome, and so I had to change it with Internet Explorer. The funny part was that my teammate, having the same problem as me, finally found this solution.

Conclusion

Are still so many things that I must learn about how to make a professional website where I can promote my business quickly and efficiently but so far I'm pleased with my work. I think our website page looks professional and my contribution was to create a beautiful a relevant design and to add all the necessary information in order to attract customers and to provide a clear image about our business.