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Group 1

What I have been doing this term in my digital skills and research class which is linked to my other module which is called the Managing Enterprise in the 21st century, is that as a group of 4 people myself, Mossama Marjana Khatun, shapla Begum and Shahanara Begum. What we have done as a group is a website for our business which is called the Paradise Hall. This is an events hall for all kinds of functions such as Weddings, Birthday parties, Charity events and Baby Shower. We are mostly targeting our Asian community, because as we have many Events Hall in South Wales, but we don't have any specific one for Asian community. As we are targeting mostly Asian Weddings, which will provide people a hall with all kinds of arrangements such as table and chairs, catering facility, decorations, music and also waiters and waitresses. They don't have to have what we are providing, they can just hire our events hall for a few hours or for the day and bring their own arrangements with them.

In order to help our business grow more we have opened our own website online, our teacher Marie Pitson showed us how to do a website online, which we did on Weebly account. This was completely something new for me as I have not done anything like this before so it was hard at first but after fiddling a little with Weebly account it became a bit easy to do, also one of our group member Mossama Marajan Khatun had more knowledge on the computer than myself, showed me how to go about which helped a lot as I have a very bad memory and less knowledge of computers. What we have put on our online website is our name for our hall, the address of the place, opening times and where else costumers can find or follow us, such as Facebook, twitter, Instagram, also LinkedIn. LinkedIn is a very good way of communication, because it is mostly used by professional people who are a working class or who are related to some kind of Business. We have down loaded our venue pictures on Instagram so that customers get to see what we are providing for them. What we have done is try to make it as colourful as we could, also the layout of the website with different pictures, different colour of different events and explaining what we can provide them with.

What we also decide to do was in order to get more customers is to make some Business cards and leaflets which we can distribute our self's face to face or drop some in shops to shops, so that our Wedding halls publicity can grow faster, because now a days Business is made mostly on marketing.

In conclusion to our website we all as a group have contributed some part or the other in doing this website, I have come up with the name of the hall which is The Paradise Hall, and I have always helped with things like what to put on the web or what colour should we use for the background, each week we would decide on what to search online at home and bring in class the following week to share with our group, as we have to put what is necessary on the website, as a group we have all

What elements of the website help the venue stand out and increase sales?

But how does this link to your business?

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Contributed where we are needed, or what we have to do. What also we did each week end of our class time, was write a blog in class for other groups to see, just to let them know what we have done in class that day.