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Mosamaa Marjana Khatun

1704984

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This term we have been asked to create a website that magnifies the fictitious organisation we have designed in the Managing Enterprise in the 21st century module. The group I am working with in this project consists of Salema, Shapla, Shahanara and myself. We have proposed to start a banqueting venue in Swansea called Paradise Hall wherein an assortment of events will be celebrated in. We felt that Swansea needed a new location that was extravagant and updated enough to grasp the attention of a specific demographic which is the south Asians adults, (Bangladeshis, Pakistanis and Indians) in South Wales. Although we have narrowed down our market we believe the venue will attract all.

To create this webpage the rest of the group and I had gotten together to convey our ideas and points that we each felt would help our website stand out. To expand our ideas we had researched through numerous banqueting webpages but mainly those based in London as there is a large quantity of venues that are similar to our idea and share the same market.

Research suggests that webpages that are appealing to the eye, easy to navigate around, vibrant, easy to understand and have a company logo, are the business that are more likely to attract the attention of potential clients. Furthermore, the majority of webpages that were searched through included pictures relating to the service they are selling. Pictures were available on every page, each of them being colourful and relevant to what was being stated besides it.

To create our fictitious webpage that will maximise the selling of our service, we have utilised a template off the site Weebly. We believed that the layout of the webpage should be simple as it will allow possible clients to manoeuvre around pages without any technical hitches. The content of the webpage includes the categories: Home, About, Services and Gallery. Each of the categories provide a brief insight of Paradise Hall. It includes a theme of many pictures such as weddings, charity events, baby showers and mainly the interior decoration of what we intend the hall to look like. The webpage includes a map, the address and a section for any enquiries. We created a business email and have included links to multiple forms of social media which will allow potential clients to look into the organisation even further.

The tasks I have carried out in this project consist of the forming of the webpage. I have chosen the layout, the content, colours, the categories and most of the pictures that magnify what we want our organisation to portray. The team have given me the responsibility of making sure that their contribution to the webpage is looked over and corrected if needed. I have been trying to update and complete the webpage in correlation to Brynach's module and am hopeful that the result of our webpage will create a symmetry to the successful webpages we had researched throughout the last couple of weeks.