



Pro Sports Equipment, Inc.



Website Creation Progress Report

December 1, 2008

Project: Creation of a website for customer use. The site will promote our company and products, link to pro sports teams' websites and calendars, provide a forum for customers to discuss their teams, thereby generating excitement about sports equipment. The secure catalog pages will enable customers to order online, and an online payment system will complete the site. The project requires participation of our IT department, Marketing department and Inventory and Catalog division, while outsourcing photos and web design to a professional photographer and a web designer. Website launch is scheduled for December 31, 2008 at a budget of \$6,000.

Goals: Marketing goals: To reach online customers and track ordering habits, to implement email marketing campaigns and to advertise the web address on all future marketing materials.

Catalog goals: To automate the ordering process, eliminating paper catalogs.

Inventory goals: To automate tracking of inventory ordered online.

Web design: To structure the site for customers to learn about our company, our store locations, and our products. To enable customers to order equipment, check their team's schedules and scores, and discuss the games with other fans through the forum.

Timeline: Stage 1 is completed, Stage 2 target date is December 15, 2008. Due to complications, launch of the site may be delayed until after the new year. Our next project group meeting will be Dec. 4, when a determination will be made about the launch date.

Issues: Various extenuating circumstances prevented the completion of the photos, delaying our approval of the images. The web designer is also waiting for the required photos for the layout. In addition, although the Catalog division has submitted required info to the web designer, Inventory has not yet signed off on the order tracking platform to be used. IT is working with Inventory to resolve the tracking issues. Marketing is launching a new ad campaign including the web address on all collateral materials on Jan. 1, 2009, making the on-time launch of our website essential.

Budget: The initial allocation of \$6,000 for the website project did not include ongoing expenses for software subscriptions, site hosting and occasional updates by the webmaster. We are projecting \$180 per month for these additional expenses.

Staff: James in Marketing, Kayla in Catalog and Davis in IT are working in tandem. Kirk in Inventory has been swamped with end-of-year activities and thus has slowed the process for the photographer and web designer. Extra manpower in Inventory at this critical time could make the difference in an on-time launch.

Summary: Unforeseen issues may delay the website launch unless staff allocations are shifted to speed the process.