Business name development, domains, website plan

Business

Business Name Development, Domains, Website Plan

Business name

Naming a business is the first step towards establishing a strong and great business that can effectively compete in the market. A name has the ability to give the business a competitive advantage and hence it is important to spend a substantial amount of time thinking and trying to create a name that will give an indication of what the business is about and a name that customers can easily relate with (Pakroo & Stewart, 2014). This should be bearing in mind that a wrong name will architect the business failure and obscurity. Similarly, a domain name should be well thought so that it gives a description of what the business does in simple and short memorable words. Following is a list of some possible business names and domain names for our business.

Business names:

i. Novel traders

ii. Royal Brand Dealers

iii. Blockbuster wholesalers

iv. Upscale products dealers

Domain names:

i. Noveltraders. com

ii. RoyalBrand. com

iii. Upscaledealers. com

iv. Blockbusterwholesalers. com

Web Technology

There are a number of web technologies that one would use for their websites. However, the choice would depend on the type of business and the simplicity of the technology as well as cost implications. Any business would opt for the best web technology but at the same time will be cautious to spend the little amount of money possible as this would be an essential in the overall profitability of the business. Businesses aim at making maximum possible profits and hence they have to reduce spending as much as they can.

For the case of the business in question here, the most favorable web technology would be wordpress. This is due to the fact that it is easy to use. It is cheap and one can be able to update the site without necessarily having to engage a web designer who would charge a fee for the service. This therefore helps the business to save money and time. The fact that one can use wordpress and administer it without involving a third party means that the business will be safe as there are no risks of losing the site due to inconveniences that may be associated with the server. Through wordpress, one has access to any plugin that they may require for their business. It has also a good orientation with the social media and hence it is easy to integrate it with any social site. This makes it accessible to more people. In addition, wordpress has many themes that one can choose from for their business. The themes are pre-designed and can be easily uploaded on the business website.

Website Contents

The content to be included on the site depends on the main objectives of creating the website. This being a website for a business, the content should

be e-commerce. The pages to be included in the website are; Home, about us, Products, Management and Contact. On the first page (Home), a general description of the business will be given with a display of the products offered and some of the services. On the second page, (About us) a description of the business goals, objectives, mission and vision as well as values is given. On the third page, (Products) a description of the various products offered is given. The list of all products is given as well as the options for online purchase. On the fourth page (Management), a list of all the top officials and the hierarchy of management is given. Finally, the contact page gives the address of the business as well as the phone and fax numbers.

References

Pakroo, P., & Stewart, M. (2014), The small business start-up kit, Berkeley, California: Nolo