

Good essay on company website

[Business](#), [Company](#)



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Introduction

This paper describes a business that will be using a website for promotion. The selected business is matrimonial service. The purpose of this business would be encouraging individuals to post their profiles as well as view other's profiles to choose the best partner. This paper explains the online business model and the reason for why it is appropriate and why it is chosen. Further, the paper includes ways, in which website can benefit the business. The main functions of the website are also described in this paper. A number of other ways that the business can use the Internet are also explained here. Furthermore, the paper includes functional specifications for the company's use of the Web. Finally, technological specifications such as hardware and software requirements are included in this paper.

Internet business model: The portfolio site.

Various business models are available on the Internet to build websites, but the simplest and to the point model is a portfolio site. The selected business in online matrimonial service intends to get and provide information to users.

This simple business does not require a complicated business model. The portfolio site is just a way to provide the user with necessary information. Such websites require users to find out more about the company and its services. Portfolio websites are not created to sell anything but to make user explore the company. A small-scale business that is getting started must thing cost effectively and portfolio websites are the cheapest websites on the internet (Weinhardt, Anandasivam, Blau, & Stöer, 2009).

Functions and benefits of the website

The website would be functioning as a customer service officer. The main purpose of a customer service officer is to interact with customers in order to provide them information and answer their queries. In the same way, portfolio website would include a database of individuals, who are ready to get married. Any person could visit the website and check out the list of individuals. Further, the website would allow a customer to send messages to any person, with certain limits; he or she wants to initiate communication to bond a serious relationship.

The benefit that the company can get is enormous because it will be the website that will be performing all required tasks. The tasks include a collection of information, storing it, searching for a particular record, getting a message from one user and providing to another one. The website would be functioning as a main source of interacting people and providing them service.

Other benefits from the Internet

The internet is an entire world in itself. It is the best source for networking and research. The company can use the internet to research the market, see

how other such companies and websites are working. What is the response of users and what new things do they want. How many competitors are available in the market and what are their strategies. What new techniques should be adopted in order to attract and retain customers? A number of other factors can be researched to make the website better.

One other way that the company can use the internet to get the benefit is social networking. The company can create its account and page on social networks to reach more and more users quickly. Millions even billions of users around the globe use social networks, and it is the best way to promote the company easily and quickly. The social network account would include all information about the company and its services; therefore, the company would have to invest less in marketing.

Functional specifications

The company will use the website as a customer representative officer. A homepage of the website will be providing an awesome look with various links to related WebPages. An overview of the company and its services will be published on the homepage, and a list of individual with their picture would be sliding upward. The company will use homepage to attract customers, and as customers show interest, he would be required to create an account. In this way, the company could get user information and store it with the help of the website. After creating an account, the user will need to details of different available records; the website will provide him or her with the details. The company will do most of its work through the website.

Further, the website will include links to social network accounts and a frame for Google map. The map would help the customer locate any address to

meet the desired people or Visit Company's office. Furthermore, the company would use the internet to advertise and research new market trends.

Technological specifications

The website would require a domain name, web hosting service and web pages. A simple i3 processor with 2GB RAM and 500 GB HDD would be enough to run manage the website.

Conclusion

A matrimonial service website would use portfolio site model for its website, because it is cheapest and lightest online website model on the Internet. The website would benefit company in various ways; it will be working like customer representative officer and dealing almost all processes itself. The can research on internet and advertise on social networks.

References

Weinhardt, C., Anandasivam, A., Blau, B., & Stöer, J. (2009). Business models in the service world. *IT Professional*, 11(2), 28–33. <http://doi.org/10.1109/MITP.2009.21>