

Butterflies r us.



**ASSIGN
BUSTER**

Butterflies r us is a child and parent support group based in Telford, U. K. It caters to under-five years old children with special needs and also supports their parents. It meets once a week. It also offers various toys and equipments suitable for such children, so that their parents can relax while their kids play. The group also organizes trips to places that offer educational and stimulating environment to the children with special needs. Target Audience.

The target audience is the parents of the under-five children with special needs, schools for children with special needs, doctors and hospitals for children with special needs, special homes for children with special needs, various social service groups and charity organizations. A Change in Strategy Butterflies r us is a small business group with strong social inclinations. Thus, the business has an inherent appeal for parents with special needs of their children and various also towards child support organizations.

With this strength there is a need to find innovative ways to reach out to a much wider target audience. With a boundary-less approach to sales and marketing, e-commerce can prove to be the catalyst in the growth of the group. By using e-commerce they can convey their business plan to a larger national/international target audience, attract more charities and donors worldwide, can also improve their care strategies by interacting with similar groups and children specialists catering to special queries of parents.

E Commerce can let the company have a vast change in all its aspects apart from higher visibility and approach. Further, we can see how actually it can happen. Marketing and Sales Strategy There are several innovative means through which the company can increase its reach with the use of

Ecommerce. A few of these are listed below:

- Making the website user-friendly and attractive.
- Giving more pictures of children with special need and their parents with the children merrily playing and parents looking happy and satisfied.

- Creating a strong mission statement which serves as an appeal to various charity organizations and individual donors.
- Publishing an online newsletter covering solutions to the problems of parents.
- Opinions and suggestions of specialists for children with special needs. Regular articles by experts.
- Organizing a question and answer forum, where parents can post in their questions, enabling them child care even when they are at their work places.
- Offering free e-books, screen savers, games, smileys on care of children letting children feel special.