

To: Dr. Erika Patterson, English 301 Professor  
From: Nicole White, English 301 Student  
Date: June 22nd, 2022  
Subject: Proposal for Determining the Feasibility of Implementing a Website for Piquant Gourmet Specialties

## **Statement of Audience**

The audience for the formal report is David Narod, the owner of Piquant Gourmet Specialties. David is a non-technical audience, but has general knowledge in websites. As a part-time employee at Piquant, David has been my boss for the past two years.

## **Introduction**

Piquant has been an established business for the past 20 years, and is located in South Surrey. They sell local and imported goods and specialize in Indian and Mediterranean foods cooked in-house. Since the COVID-19 pandemic hit, there has been less in-store shopping. Furthermore, more people have been calling into the store to pre-order items. These call-in orders are not feasible when there is only one employee working, because the employee cannot serve customers and take orders simultaneously.

An online platform for a business serves important purposes. Business websites create an online presence and provide customers with information on services, hours, products, and more. Websites are also used regularly to promote current sales through newsletters. Further, websites can advertise the business to customers who are not from the local area.

## **Statement of Problem**

Without a website to display products and receive orders, Piquant is losing out on potential profits. As most businesses move to online platforms, online shopping is becoming more common. Currently, this is a missed opportunity for Piquant. Customers who have been coming into the shop looking for a specific item have no guarantee on its availability and thus leave unsatisfied. Managing call-in orders has also become difficult since due to the increase in call volume since the pandemic. Furthermore, there is no current way for Piquant to promote their business to people who are not local.

## **Proposed Solution**

Piquant would benefit from implementing a website for their business. There are several options for the functionality of the website; these features include: advertising and selling products, listing store hours, pre-orders, a contact form, etc. A website could provide an opportunity for Piquant to draw in customers and promote products. To ensure availability, customers can pre-order items online and pick them up in store. Customers will also have the opportunity to sign up for an online newsletter to keep them up to date on current sales and promotions. In addition, Piquant should print out business cards to leave at the front counter with the new website listed on them.

## **Scope**

To determine if implementing a website is practical, I intend to answer the following questions in the final report:

- What are the desired features for the website?
- How much will a website cost initially?
- What is the maintenance cost of the website?
- How large is the demand for the website?
- What are the benefits of owning a website?

## **Methods**

I will consult with David to determine the specifications of the prospective website. Based on the requirements, I will consult with a web-developer to determine the cost of designing and developing a website. Afterwards, I will gather information from reading publications on website benefits for small businesses. Finally, I will survey in-store customers to see whether their shopping experience would improve with a website.

## **My Qualifications**

I have been a part-time employee at Piquant Gourmet Specialties for the past two years, so I am aware of the demand for a website. Further, from my education and self-studies, I have gained familiarity with the web development process. With the combination of my professional and academic skills, I can provide an accurate assessment of the cost and feasibility of developing a website for Piquant.

## **Conclusion**

Deploying a website for Piquant will promote the business and may improve profits. In my investigation, as stated in the scope of this proposal, I will present a thorough analysis in determining if developing a website for Piquant is practical. With your approval of my topic and research methods, I will start my analysis immediately.