Trade Intelligence Website Brief

https://www.tradeintelligence.co.za/

22 May 2023

Notes: we would like to have a public-facing website for our non-subscribers and a portal for subscribers. The portal will be built on a Data Management system and integrated onto the public facing website.

Can you please provide quotation for both scenarios.

BUSINESS OBJECTIVES

- Driving Trade Intelligence's presence by telling different stories in order to make Trade Intelligence famous
- Double the Trade Intelligence business by 2025 by:
  - Growing and working closer with existing clients through:
    - Continued service of existing products
    - Launch of new products
  - Identifying and attracting new clients by creating awareness of existing products
- Introduce and create awareness of the new advisory and bespoke research product offering with new and existing clients
- Expand the presence of current service and products
- Expand into new markets by using the existing expertise within the FMCG industry
- Create advocacy from retailers around the Trade Intelligence services which allow them to promote the reports to manufacturers
- Expand into the African market

WEBSITE OBJECTIVES

- Traffic (new and returning) – absolute/growth
- Time on website
- Sales conversion rate - % increase

WEBSITE DELIVERABLES

- Develop website that is fit for use.
- Define user journeys to deliver on customer expectations (2-clicks to destination)
- Develop a flexible backend that Ti can use, manage and adapt to ongoing business needs and report on performance.
- Develop and integrate a CRM system into the website.
- E-com capability
- Integrate e-learning platform into new website.

USER JOURNEYS

Who	Source	Mission
Converted customers	Direct/organic/referral	• accessing reports via portal or e-learning via platform
Prospect (immediate/future)	Direct Organic Search	• seeking info about Ti and Ti products OR FMCG industry

	Referral traffic from paid and earned media	• seeking to purchase a product (purchase journey sales conversion)
Visitor		

TARGET MARKETS:

- **Industries**:
    - o BI Service Providers
    - o Education / NGO / Government
    - o Manufacturer (Unilever, Tiger Brands, etc.)
    - o Marketing Solutions Service Providers
    - o Retail Solutions Service Providers
    - o Retailers   (on certain reports and for training to build advocacy amongst manufacturers and service providers)
    - o Supply Chain / Distribution

- Targeting the following **roles** within the organisations:
    - o Retailer sales executives and sales team
    - o Strategy officer (growth accelerator roles)
    - o Marketing and customer experience team
    - o HR: Learning and Development and Sales for School of Retail only

DELIVERABLES

- Proposed taxonomy (UI and UX)
    - o Develop website that is fit for use
    - o Define user journeys to deliver on customer expectations (2-clicks to destination)
    - o Develop a flexible backend that Ti can use, manage and adapt to ongoing business needs and report on performance
    - o Develop and integrate a CRM system into the website
    - o E-com capability
    - o Integrate e-learning platform into new website
- Website relaunch plan (include a timing schedule)

TIMING

- Cost proposal: 31 May 2023
- Go ahead on from: 1 July 2023
- Soft launch: to be proposed
- Launch: to be proposed

BUDGET

To be proposed by the service provider.