Lorenzo Cavataio

ITWP-2600

Basic Website Plan

GoGaming

"GoGamings mission is to ensure that gamers from every genre have all the games, accessories and equipment they need to conquer their worlds."

GoGaming will sell a vast variety of video games for different consoles. They can either be on the PS, Xbox, or PC platforms, but will include a vast variety of genres for the gamers to choose from. GoGaming will also have accessories such as headsets, mouses, keyboards, controllers, and other equipment any gamer may need. Gogaming will also be selling consoles on the website.

The customers I would like to reach are gamers in general. Whether they are new to gaming or they have been gaming their whole lives, GoGaming will have everything any level of gamer will need. The target customers will be experienced gamers. GoGaming will offer the latest video games and equipment available so that the experienced gamers will have the latest hardware and games available.

Marketing an e-commerce website such as this would be best to do through advertisements online. Whether it be promotion deals on new games or equipment, the best way for people to see or hear about the website would be online advertisements about the website and it deals.

GoGaming will accept PayPal, credit cards, and other forms of online or digital payment. GoGaming will not accept cash payments, due to it being an online website. GoGaming will use online security certificates on the website to ensure that customers can trust the website. The protection of their data is GoGamings top priority.