

Kung Fu Essentials Site Objectives

Brand Identity

Kung fu Essentials is your one stop Internet store for Chinese martial arts supplies and martial arts news in your community. Our dedication is to provide our customers with the best quality martial arts products and internet shopping experience.

Business Goals

Kung fu Essentials website will be a self service website where customers can purchase martial art products including weapons, training equipment, and apparel. The website will save Kung Fu Essentials money because customers can buy their products directly from their website rather than going to their retail store. The website will also be way for Kung Fu Essentials to be a part of the martial arts community by posting upcoming events such as tournaments, guest workshops, and online tutorials.

Success Metrics

The success metric will be measured in the amount of online sales through Kung Fu Essentials website. Additional success metrics will be measured by the number of subscribers to Kung Fu Essentials mailing list, the number of members signed up, a decrease in product returns, and the overall number of page hits.