

This is an example of the Concept part. The online sale etc for Women who expects a baby.

The example is a short example to give you an idea, should be further developed in a real case.

Concept Online Shop and Website

Women that expects a baby enters a new phase of their lives during this period. Some will do it for the first time and will have many questions, others are more experienced and even if still needing advice it's the products that interest them.

The main Concept is that we combine lots of **useful information** with an **online shop**. Some visitors will initially look for the information but may also end up buying something.

We are **unique** in the way that we **combine**:

- Within a given geographical area (Area A) gives full and fast delivery.
- To some other areas outside our main area offers delivery by post.
- Our site will include lots of information about pregnancy, giving birth and having a baby the first 3 month.
- We will have a useful Newsletter sent out on weekly basis. When the user subscribes to the newsletter, she will tell us if she expects a baby or not, and if so when the baby is expected. Based on this info the Newsletter will contain parts that is targeting the reader. Let say that she is in an early stage then info on going through a pregnancy will be included. Or if in a bit into the pregnancy info on garments and other products useful at that stage will be explained. Or in the end of the pregnancy the newsletter will talk about giving birth and offer a "first package" for the new baby, offers for baby insurance.
- Garments for the various stages of the pregnancy will be offered in the online shop. Also other products suitable including special vitamin packs.
- Books etc will also be offered, and chairs for pregnant women, and products for taking care of the baby the first 3 month.
- We will also offer online seminars in suitable subjects. Subjects about practical issues, sometimes with a doctor or a midwife or a psychologist.

And so on this part will explain.