

Web site Analysis Assignment

WEB SITE ANALYSIS ASSIGNMENT

Site Chosen: Once in a Blue Moon Thrift online Store.

1. Value proposition: - Once in a Blue Moon Thrift online Store offers customers with everything from clothes, Jewelry, Media and Electronics, Furniture and miscellaneous items such as Books, Bedding, and Sporting goods. Their mission is to offer unique, gently used merchandise at great bargain prices.

2. Competition:-

These are the competitors which sell same or similar goods.

www.thelittleusedstore.com/

<http://www.shores2ndtime.com/>

<http://www.uniquethriftstore.com/index.aspx>

3. How does the website integrate with other **channels**?

They have an online catalog so that customers can check prices before they can come for shopping in the store.

4. Intended Customers for the website:-

Here's a sampling of some of our customers and the reasons why they shop with us:

- Bargain shoppers who LOVE stretching their dollars.
- Shop-a-holics who like to BUY, BUY, BUY and can at our low prices!
- Folks who want BRAND NAMES for MUCH LESS.
- Moms and Dads wanting stylish clothes for their kids without breaking the bank (those kiddos outgrow clothes so fast and lots of our clothes look like they've never been worn!).
- Book buffs/professors/students looking for classic or topical books.
- Music aficionados looking for that vintage record or recording.



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- College students & young families looking to set up new homes/apartments with bedding, furniture, pots & pans, and much, much more.
- Fashionistas looking for that unique one-of-a-kind outfit or accessory.
- Retro and vintage clothing aficionados & antique hunters.
- Al Gore devotees who are interested in reducing their carbon footprints and buy their hip, gently used clothes and household goods at Unique
- Environmentally concerned folks who practice Recycling and Reusing.
- Costume designers for play and theater productions.
- Artists who reuse the fabrics, jewelry and/or knick-knacks in their art.

5. How does the site market and advertise in order to attract consumer interest? **(Attract)**

The website has season's promotions such as Christmas Decorations, Easter Decorations and Halloween Decorations. They also have coupons for special days such as Mothers Day, Fathers Day, Valentine's Day and many other days.

6. How does the site process order placement and payment? **(Act)**

The site use  to process our shopping cart payments. By clicking on the  button, PayPal will calculate all charges including shipping and will allow you to use your credit card, debit card or an electronic check

7. How does the site handle delivery, shipping and returns? **(Act)**

Shipping charges are automatically added to your purchase by PayPal and are based upon the above domestic rate calculations. PayPal is finally providing a weight option for shipping calculations, however; we would have to go back and weigh every item in our inventory in order to take advantage of this solution. At this time, this is not a feasible task to undertake.

The cost of shipping is an ongoing issue since there is no way for us to second guess the total weight or in what geographical location your order will be shipped, all of which factor in when calculating the actual shipping charges. As much as we would like to cover 100% of the shipping charges, we just cannot and continue to keep our prices lower than most.

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8. How does the site maintain customer service and support? **(React)**

PayPal Customer Service Agents are available to help you 7 days a week, from 6 am to midnight CST. The site also has a feedback where one can provide a name, an e-mail address and your comments.

9. What are some possible improvements or enhancements you would recommend in order to improve customer loyalty?

I think the website contents are not clear since the customer will get lost in order to find the proper items that they want so that they can have a great shopping experience.