



Vista360 Business Solutions

The studio
 Manor Lodge, Main Street
 Wysall, Nottingham
 NG12 5QS
 Tel: 01509 881227

Client name	
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Web address /URL:	
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Background	
Type of business	
Existing company branding/logo/colours	
Design/mandatory content or things to avoid	

Requirements	
web hosting?	
Domain name required?	
Page(s) to contain flash?	
Site search engines submission?	
Total pages required?	
email addresses	
Analysis of visitor statistics	

Content Requirements:	
inventory details number of product lines to be included <ul style="list-style-type: none"> • total lines • colours • sizes • variants Complexity of product inventory – technically complex or straightforward items?	
copywriting Do you have existing copy to be loaded or does this require adaptation or creation of product copy from scratch?	
images Do you have product shots or require photography? If yes, are the products straightforward to	



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<p>photograph or are there technical or other specific requirements (e.g. perishability, complexity of detail)?</p>	
<p>ongoing content management Would you require vista360 to periodically adapt & update product content or would you wish to undertake this?</p>	

Marketing Opportunities checklist:	
Stationery (business cards, headed paper & envelopes)	
Literature (brochures, reports, flyers, etc)	
Presentational aids	
CD-ROM	
Direct mail/mailing lists	
Advertising, POS & promotional leaflets	
Customer newsletters & magazines	
Employee newsletters	
Press release	
Online customer relationship management	