

Basic Site Plan: Project 5

1. Company Name: Timeless Rose Collectibles

2. Mission Statement:

Although located in the United States, Timeless Rose Collectibles' mission is to offer a variety of collectible items to customers around the world. Owned and operated by Edith Harvey with over 15 years of experience shipping all over the world, each customer can be assured that every precaution will be taken to package their purchase meticulously. Whether a customer is an avid collector, or just searching for a special gift for someone, Timeless Rose Collectibles offers items to fit each situation including: "Collectible Plates, Film Cells, Movie Trailers, Signed Photos & Memorabilia, Paintings, and Prints".

3. Types of Products:

Collectible Plates, Film Cells, Movie Trailers, Signed Photos & Memorabilia, Paintings, and Prints

4. Define Audience:

a. **Type of customer to reach:** Collectors looking for something to complete their collection or interest them in starting a new collection. We are also looking for people searching for unique gifts for others.

b. **Target customers:** People of any age who have some extra money to spend or money that they wish to use to purchase gifts.

5. Marketing:

- Posting to various collectible forums
- Selling some of the items on eBay or Esty and providing links to the larger selection on the site
- Flyers and promotional discounts at trade shows and conventions for the site

6. Payment Systems:

- Online Site Orders: Paypal, Mastercard, Visa, Discover, Venmo
- eBay: Apple Pay, Google Pay, Paypal, Discover, Mastercard, Visa
- Conventions: Cash, Check, Paypal, Venmo, Mastercard, Visa, Discover

7. Order Fulfillment:

- Online orders are fulfilled within 3 business days after the receipt of payment.
- Convention/Trade Show orders are filled immediately with on hand stock. If an order for additional items is needed, all items will be shipped within 3 business days of the show's end.

8. Site Security:

Site security is mainly maintained by the web hosting company for the site and through the e-commerce app that is used to place orders and take payment.

Further protections against spam bot intrusions will be coded in through the security setup with the web hosting company.