**Website Redesign Brief for Small Business Consulting (SBC)**

**Objective**: The primary goal of the website redesign is to effectively communicate with Small Business Owners, offering them custom business advisory services to drive growth. The redesigned website should be interactive, easy to read, and feature clear calls to action.

**About SBC**: SBC provides custom business advisory services tailored to small enterprises, focusing on driving growth through a comprehensive three-step process:

1. Diagnostic Assessment:
   1. In-depth analysis to identify business strengths, weaknesses, and opportunities.
   2. Comprehensive evaluation to understand the unique needs of each small enterprise.
2. Remedial Care:
   1. Implementation of tailored solutions to address identified issues.
   2. Hands-on support to navigate challenges and obstacles.
3. Roadmap to Growth:
   1. Development of a strategic roadmap outlining actionable steps for sustainable growth.
   2. Ongoing guidance and support to ensure successful execution.

**Unique Selling Proposition (USP)**: SBC stands out by:

* Handholding businesses through their growth journey.
* Providing a clear roadmap to sustainable growth.
* Leveraging a network of industry experts for specialized advice.

**Target Customers**: SBC caters to the following target customers:

* Start-ups seeking to launch successfully.
* Businesses looking to achieve substantial growth.
* Entrepreneurial enterprises seeking support.
* Mature businesses facing distress and seeking turnaround strategies.

**Services Offered**:

1. Bespoke Packages:
   1. Tailored advisory services to meet the unique needs of each client.
   2. Personalized solutions for businesses at different stages of growth.
2. Training, Mentorship, and Coaching:
   1. Skill-building programs for business owners and key staff.
   2. Ongoing mentorship and coaching to foster continuous improvement.
3. Incubation:
   1. Support for start-ups with physical and virtual resources.
   2. Incubation programs to nurture and guide emerging businesses.
4. Specialized Programs:
   1. Women Entrepreneurs:
   2. Tailored programs to support and empower women in business.
   3. Youth Entrepreneurs: Initiatives to cultivate and guide young entrepreneurs.

**Design Preferences**:

* Interactive design elements.
* Easy-to-read and understand content.
* Clear and prominent calls to action.

**Key Messages:**

* Expert Business Advisory for Small Enterprises.
* Your Partner in Growth – from Assessment to Execution.
* Join a Network of Successful Entrepreneurs.

**Brand Guidelines**:

* Use the existing brand colors and logo.
* Maintain a professional and approachable tone throughout the website.

**Deliverables:**

* Responsive website design for desktop and mobile.
* Wireframes/mockups for key pages.
* Clear navigation structure for easy user experience.
* Integration of interactive elements.