Website Brief Form

**Understanding The Business**

1. Will the website be a completely new site or will it be a redesign of an existing site? ? (In case of website revamp, elaborate in a descriptive manner the changes that you would like to be implemented)

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| New website for a management, professional development, and event management consultancy called Consilium Advisory catering to local businesses across the Middle East as well as international businesses with interests or operations in the Middle East.    Consilium Adviosry presents itself as an international consulting company that operates through a network of associates consultants and consulting companies in the UK, US, France and is headquartered in Kuwait. |

1. Business overview, products & services

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| This is a website for a consulting and advisory services startup. The company will offer services in 3 key areas:   1. Management Consulting:    1. Strategy Development & Audit    2. Human Capital    3. Strategic Marketing    4. Corporate Communications    5. International Business Development    6. International Franchise Development    7. Business-Technology Alignment    8. Custom Research    9. Entrepreneurial Go-To-Market Planning 2. Professional Development    1. Board-Level/Top Management Executive Programs    2. Leader, Skill, Capacity (LSC) Development Programs    3. Industry-Specific Training & Certification Programs    4. Practice-Specific Training & Certification Programs    5. Custom Training & Certification / Professional-Academic Bridging    6. Adaptive Learning Programs    7. Psychometric, Skill & Apptitude Testing 3. Corporate Event Management    1. Specialized Events & Conferences    2. Executive Circle Roundtables    3. Corporate Retreat Planning |
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1. Unique Sales Proposition

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| * Focus on SME space * World-class expertise and alliances * Cross-cultural alacrity |

**Understanding Customers**

Please describe your target customers or the audience you intend to reach via your website

(For example: are they primarily other businesses, special interest groups, consumers, their interests, age, sex, social status, wealth bracket)?

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| Primary focus of our business will go to the Small & Medium Enterprise businesses of any industry with headcounts ranging from 1 to 100.  However, we’re equipmed to handle much larger clients through our network of partners and associates. The typical industries we focus on include:   * Banking & Financial Services * Investment * General Trade * Real Estate * Academic Institutions * Franchising * Marketing & PR * Technology, Media & Telecom (TMT) * Transport |

How do they buy or have knowledge of your products or services at the moment?

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| Through direct personal contact. |

Does your target audience have any visual impairment or disability which we should be aware of?

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| --- |
| No. |

**Understanding The Competition**

Please list some of your direct competitors’ websites or other sites which you think we should be aware of and why

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| --- |
| <http://www.protiviti.com/Kuwait/Pages/default.aspx>  <http://www.bakertillykuwait.com/>  <http://www.russellbedford.com/>  <http://www.tagi.com/>  <http://www.grantthornton-advisory.com.kw/>  <http://www.stratixconsultants.com/>  <http://www.pkf.com/pkf-offices/europe-middle-east-and-india/kuwait/pkf-bouresli-co-kuwait-kuwait-city/>  <http://www.crowehorwath.net/kw/about/horwath_kuwait_consulting.aspx>  <http://www.mcg-consulting.ca/our-locations.html>  <http://www.lifelongkuwait.com/en/Pages/Home.aspx>  <http://www.edu-kw.com/>  <http://www.gulfinnovation.com/en/>  <http://pro-capita.com/>  <http://www.globalgec.com/>  <http://www.panoramacbs.com/index.php/en/>  <http://www.performanceinckw.com/>  <http://www.united-advisors.pro/>  <http://www.osprey-intls.com/osp/index.php>  <http://www.gckw.com/>  <http://www.human-soft.com/work.html>  <http://www.emstell.com/>  <http://www.glc-im.com/>  <http://www.hrinvestkuwait.com/>  <http://gatewayconsulting.com/>  <http://alnoor-consultants.com/>  <http://www.mutawacg.com/>  <http://www.gic.net.kw/> |

How you will outflank the competition. What makes your product or service unique?

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| Proper and distinguished presentation of our credentials and services. |

**Understanding The Website Requirements**

1. Do you have premises you trade from or is this a purely online business?

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| A physical location is available (Kuwait HQ with international network of affiliates). |

1. Do you have a logo, please provide source files? (Leave blank if the logo is designed by us)

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| --- |
| NO. |

1. Do you already have a domain name? If so, please state:

|  |
| --- |
| Yes. [www.consiliumadvisory.me](http://www.consiliumadvisory.me) |

1. Do you already have hosting and email accounts? (If so, please state the service provider and hosting package)

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| --- |
| No. |

1. Do you have images that you would like to be used on your website? (If so, please provide in high resolution size)

|  |
| --- |
| No. Will require original images to be used. |

1. Do you have content for your website? (If so, please provide in editable word document)

|  |
| --- |
| Currently working on the write up. |

1. What is the key purpose of your website:

* Increase footfall to your premises? YES
* Increase business by introducing online sales? YES
* Promote a new product or service? YES
* Collect information electronically (eg online surveys)? YES
* Show a portfolio of work/products? YES
* Increase visitor numbers? YES

Any further information?

|  |
| --- |
| Promote image of a well-founded consulting business in a highly competitive market. |

**Understanding Your Website Functionality**

Do you want to be able to update some or all of the pages within the site yourself (a CMS or Content Managed System)?

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| Yes. |

Will there be any online forms for visitors to complete on your website?

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| Yes. |

Do you require any online booking or reservation system?

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| No. |

Does the site need to link with an existing back office system, eg database or EPOS? If yes, please state:

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| --- |
| No. |

Will users need to search sections of the site?

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| --- |
| Yes. |

Will any areas of the site need to be password protected?

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| --- |
| No. |

Will all or part of the site be in any language other than English? If so, please state:

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| --- |
| An Arabic version in the future. |

**Navigation**

Please list the different pages or menu categories that are likely to be required within the site.

As a matter of good practice we will usually include a site map, privacy statement, your conditions or terms of use along with a statistics package like Google Analytics or similar.

Menu Tabs(example: Home | About | Servies | Contact Us)

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| --- |
| Home | About | Servies | Industries | Partners | Submit RFP | Contact Us |

Would there be a blog integrated to your website?

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| --- |
| No. |

Identities you like or dislike? (Share 3 references at least)

|  |
| --- |
| I like:  <http://www.bcg.com/>  <http://www.bain.com/>  <http://www2.deloitte.com/kw/en.html> |

Do’s and Don’ts

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| --- |
| * Don’t use royalty-free images |

**Online Selling (Leave Blank if not applicable)**

If you intend to make sales over the web:

How many products/categories and products within each category do you want to sell?

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| --- |
| This website is informational not transactional. |

Will your clients buy your products/services online using a credit or debit card or contact you by phone?

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| --- |
| No. |

If you are selling online, do you already have a merchant account or will you be using PayPal?

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Do you have a ‘real world’ shop or shops and if yes how many?

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Do you use stock control software, if so which?

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Is there a need to link into your accounts software, if so which package?

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Do you have any special issues concerning foreign currencies, sales tax, shipping etc.?

If so please state:

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**Animations & Video Clips(Leave Blank if not applicable)**

Do you require any animation, moving images or video clips?

Please describe what you require and, if appropriate, the addresses of other sites which use similar techniques.

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| --- |
| <https://www.youtube.com/watch?v=FJYOGpKuk5k> <https://www.youtube.com/watch?v=QpEFjWbXog0>  <https://www.youtube.com/watch?v=ZFc46nsz2Bo>  <https://www.youtube.com/watch?v=mq508HXzccI>  <https://www.youtube.com/watch?v=8EB6dsocfm8>  <https://www.youtube.com/watch?v=odIUNbt3ev8>  <https://www.youtube.com/watch?v=8LtN8REGkN8> |

**Social Media Integration (Leave Blank if not applicable)**

Please specify social media platforms to be linked to your website

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| --- |
| LinkedIn | Twitter |

Provide links to existing social media profiles (If any)

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**Web Portal (Leave Blank if not applicable)**

What would be the purpose & features of your web portal? (Social, Professional, jobs & dating)

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What will be your user type?

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| Business owners and professional. |

What will your visitors be able to see & do through the user interface?

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Do you have a structure in mind for your web portal? (Any references that you would like to share)

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Will there be any third party integration or specific back end development that we should know of?

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**SEO Services (Leave Blank if not applicable)**

How will people find your website – is it important that you are highly ranked in search engines?

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| --- |
| Yes. |

If searching for your site within a search engine, what keywords and phrases might be used?

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| --- |
| Management Consulting  Advisory Services  Strategy Consulting  Human Capital Consulting  Corporate Communication  Marketing Strategy and Service  Professional Development  Training  HR  Aptitude and Skill Testing  Performance Management  Enrepreneur  Startup  Corporate Event Management |

Do you require Search Engine Optimization services?

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| Yes. |

Do you require a pay per click package?

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**Deadlines & Budget**

Please indicate deadline for site to go live?

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Please indicate any budget constraints

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Please provide any information which you think we might need to know, which hasn’t been covered in your answers?

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Once completed, please email this document to your Account Manager or upload it on your account area.  
  
  
**Disclaimer**: The following information will be used strictly for the purpose of order fulfillment and to have a clear understanding of your business; it will not at all be distributed to any third party service vendors.

Your input is valuable to us and we strongly encourage you to brief as much as you can. However, we will be corresponding with you at every step of the process even after receiving this document as website varies enormously in content&functionality. Any future alterations to the following specifications will subject to additional charges.Carefully submit your details as it would be the building blocks for our design work.  
  
Feel free to leave certain fields blank if not applicable. In case of any concerns that you would like to discuss over the phone related to this form, please feel free to call us.