We need a landing page website for our new product that will be shipped to customers of a tray with grass inside for a pet to relieve themselves. We are hoping for a clean look that translates a positive and upscale message.

For the ‘Home’ page, we will want product attributes and a link of where they can order it: Home Depot and Amazon

This is a product for a pet parent on-the-go, living in an apartment where this would be a convenient solution. This could be useful in times of bad weather, when it is snowing outside, a dog will still have the natural grass available. Additional selling points to convenience are: 100% Natural, Odor Control, Natural Absorption, and Interlocking Trays, veterinarian approved, and made in the USA.

Instructions for the product are to 1-Order 2-Open 3-Go!

The other tab would be an ‘About Us’ page to showcase this is grown farm fresh.

“Farm Fresh for your Furry Friend!”

We should have a link to Bethel Farms, [www.bethelfarms.com](http://www.bethelfarms.com).

Bethel Farms currently employs over 100 people, on over 4,000 acres of farmland, stretching throughout the state of Florida. Bethel Farms has been “growing” since day one. From its beginnings in 1958 as a small cattle and poultry operation in Central Florida, the company has blossomed to become one of Florida’s leading sod growers.