

Scopus Consulting Pty. Ltd.

Website Creation Project

(Requiring PSD files & HTML+CSS that can be edited using Adobe Dreamweaver CS5.5)

1. Company Details:

Name:	Scopus Consulting Pty. Ltd.
Business Location:	Victoria, Australia
Domain Details:	http://www.scopusconsulting.com.au
Other sites:	N/A
Contact Number	(03) 51 76 0034
Email	admin@scopusconsulting.com.au
Company Logo	

2. Company Overview

Scopus Consulting Pty. Ltd. is a Business Consulting and Coaching Company that provides very affordable, high quality business solutions that are easy to understand and that are individually tailored to suit the needs of our clients.

Scopus delivers quality solutions to businesses via four specific services, these are:

1. "in house" business **analysis**;
2. individualised business **coaching**; and
3. our **business systems** and **document** creation service
4. New business start-up packages

All of our services are uniquely designed to suit the individual needs of each of our clients and focuses exclusively on achieving optimal financial and efficiency based outcomes.

3. Project Overview

We would like a simplistic yet professional looking website design that uses high quality imagery to project a professional persona across our entire site.

The completed project will need to include PSD files (for editing in Photoshop) and will need to also include HTML+CSS coded files that can be edited in Adobe Dreamweaver CS5.5.

Scopus Consulting currently has a functioning website (located at www.scopusconsulting.com.au) but would like to replace its current site with something more professional, user friendly and content simplistic, with the overall design of this project being clean and very easy to navigate whilst remaining professionally focused.

4. Target Audience / Target Market:

The target audience for this website will be small to medium sized businesses (of all descriptions).

5. General features (but not essential to the design):

Although these general features are not essential, we believe that adding these additions will create a more vibrant site:

- Use of the Company's corporate colours throughout the site design
- Adding a Home page slider bar with images and short catchy messages (i.e. text based statements)
- Having a quick link box on each page that provides easy navigation throughout the site
- The use of different icons and images to depict our different services (i.e. a different icon and image for analysis service and coaching service etc.).
- All pages should follow a similar theme (universal approach to all pages)

6. Main Pages:

We envisage having five main pages to the website with some 1st and 2nd level subpages. The overall design of each page should be simplistic with minimal amount of content so that it's easy to navigate and can keep the target audience interested. Each page should have some eye catching images and should look professional.

The main focus of the entire site is to get our clients to utilise our 'Services' so this is where we would like the most emphasis placed.

The five main pages for the site are as follows:

- Home
- About Us
- Services
- Contact Us
- Testimonials

7. Subpages:

- Home (no subpages)
- About Us (no subpages)
- Services
 - Business Analysis (subpage)

- Gold Package (2nd level subpage)
- Silver Package (2nd level subpage)
- Bronze Package (2nd level subpage)
- Business Coaching (subpage)
- Business Systems and Document Creation (subpage)
 - A single generic landing page for advertising templates (2nd level subpage)
- New Business Start-up Packages (subpage)
 - Basic Package (2nd level subpage)
 - Intermediate Package (2nd level subpage)
 - Professional Package (2nd level subpage)
 - Custom Package (2nd level subpage)

8. Page Content:

Home Page

We would like the landing page to be simplistic and eye catching to give a great first impression.

We hope to have minimal content so that it's easy to navigate and can keep the target audience interested.

The main theme of the page should be professional although we are very open to any theme that the creator thinks will work for our business.

We would also like the following incorporated into the design if possible:

- An image slider with an area for adding text captions
- Our services to be the main highlighted feature
- The use of icons and images for each of our services

Copy write (content):

Welcome to Scopus Consulting

Scopus Consulting is a business analysis, coaching and business development provider who specialises in assisting businesses to achieve maximum efficiency, increased productivity and who can assist with improving a business's overall profitability.

At Scopus, we pride ourselves on our ability to form strong client relationships whilst delivering impressive results. For us, it's all about effective communication coupled with practical and measurable results!

About Us Page

The about us page should be a simplistic layout that lets our visitors know who we are and what we do.

We would like to see the use of images incorporated into the design of this page as well as a small area for text content.

Copy write (content):

Scopus Consulting is a business analytics, business coaching and business development specialist who provides uniquely tailored business solutions to large, medium and small businesses.

Utilising our unique combination of enhanced communication techniques, detailed business analysis methods and years of personal experience allows us to achieve immediate maximum efficiency, productivity and profitability gains for our clients.

So, if you believe that your business could benefit from a “smarter not harder” approach to its business operations, then Scopus is the right choice!

Services

The Services page is our main priority as it is what our potential clients will most likely focus on the most.

We would again like to see the use of professional images and icons as in the landing page and should be simplistic and easy to navigate.

Each one of our services headings, images and icons will be used during coding as the link to the service subpages.

We have added some copy write (content) below that can be used against each of our services.

Copy write (content):

Main text: Understanding that every one of our client’s business needs are unique, Scopus delivers four business services packages that can be specifically tailored to suit the individual needs of each of our customers.

All our business services packages can be undertaken individually or can be combined to achieve maximum profitability and productivity gains for any business.

Through our expert analysis, one on one business coaching, systems and/or document creation or through our new business start-up packages, we can ensure that the right tools and knowledge are transitioned into our clients businesses with ease and efficiency, bringing about highly successful and everlasting results.

Business Analysis sub text (used with images etc.): Pinpoint critical goals and objectives to bring about maximum profitability and productivity through Scopus’s in depth and comprehensive business analysis reports.

Business Coaching sub text (used with images etc.): Transfer essential business knowledge into your business, Brainstorm new and existing concepts, or develop and implement specific strategies via Scopus's one on one business coaching package.

Business System Design and Document Creation sub text (used with images etc.): Save time, money and free up valuable resources by outsourcing your business system or document creation projects to us.

New Business Start-Up Packages sub text (used with images etc.): Starting a new business? Scopus provides simplistic, hassle free and easy to administer start-up packages that are a perfect kick start for any new business venture.

Services - Business Analysis (Subpage)

The analysis subpage features our three analysis packages, Gold, Silver and Bronze.

Copy write (content): Our business analysis package provides our clients with an in depth and comprehensive report that pin points critical business improvement areas and offers specific suggestions to bring about immediate profitability and productivity gains for their business. This detailed analysis not only allows our customers to easily identify and understanding critical changes they can make to their business but also allows them to identify and set very clear goals and objectives specifically aligned to maximising the businesses overall financial, productive and cultural achievements.

In providing this detailed analysis, Scopus undertakes our non-intrusive and specialised “requirements elicitation interviews”, conducted with owners, managers and key staff, ensuring that each analysis is highly valuable, relevant, specific and unique to the individual client.

What does our Analysis service offer you?:

- A factual and holistic view of your business's current positioning, allowing you to have complete control over your business
- A detailed analysis of the business areas that will give you the greatest traction in the shortest amount of time
- Expert advice and strategies for gaining immediate traction to raise profits and increase productivity
- A detailed “roadmap” for achieving clear business goals and objectives
- A detailed analysis of your cultural position and strategies for getting the most out of your teams

Gold Package:

Is an essential package for medium to large businesses who want to develop highly detailed plans capable of achieving

Silver Package

Is ideal for small to medium businesses who want to develop the solid foundations for future growth and for achieving immediate

immediate growth and overall business improvement in all functional areas

financial and productivity based improvements

Bronze Package:

Is ideal for small business owners who want to identify key business improvement areas to get the greatest amount of financial improvements in the shortest time possible.

Services - Business Analysis – Gold, Silver & Bronze Packages (three 2nd level Subpages)

We would like three separate 2nd level subpages for each of our analysis packages (Gold, Silver and Bronze).

There is currently no copy write (content) for each of these packages so if the designer could include some generic text in the design we will fill in the additional details before publishing the site.

Services – Business Coaching Subpage

We envisage the coaching subpage having both professional images and some content text

Copy write (content):

Get more from your business! Increase profit and productivity and remain in complete control of your business.

Let Scopus help you discover the full potential of your business and to unlock the key to your business's growth and success. With our expert coaching, you will be able to achieve more whilst working less, giving you more time to focus on what's important to you.

What does our coaching service offer you?:

- Access to objective and honest expert advice delivered in a one on one coaching environment
- Specific coaching and advice in your business's "main traction" areas
- Clarity of your true business goals and objectives and strategies for obtaining them
- Ongoing support through the implementation process
- Networking opportunities with other businesses in our localised network
- A transfer of our expert knowledge into your business
- Security in the knowledge that you are on the right track and on a path of continual improvement

Services – Business System Design and Document Creation (Subpage)

We envisage the business system design and document creation subpage having both professional images and some content text.

We will incorporate a link on either an image or an icon somewhere on the page that will go to the template subpage during coding

Copy write (content):

Every business owner, manager and employee has a good understanding of what they want and what they need from their business's internal systems and documents. Unfortunately, time, effort, opportunity, financial restraints and the required expertise is often the key factors behind these concepts never coming to their true fruition.

So why not let Scopus take care of all your business systems and document creation needs!

Our business systems design and document creation service provides our clients with the means to outsource those pesky business systems and document creation projects, allowing them to save time and money whilst freeing up their valuable resources which are best placed to do more practical and productive work.

What does our business systems design and document creation service offer you?:

- A cost effective solution to business system creation and document design
- Fast and easy access to premade professionally designed business templates
- Custom made systems, templates and documents to suit your individual business needs
- You retain ownership of any custom designed templates
- Alterations and adjustments to systems and documents can be maintained internally (no ongoing associated costs)

Services – Business System Design and Document Creation – Template (2nd level Subpage)

We would like a separate 2nd level subpage that we can use as a template for each time a client clicks on a product that they are interested in. It is obviously impractical to have a page designed for each product or product category, so we would just like a generic page that we can reproduce as new products types are created.

There is currently no copy write (content) for each of these products so if the designer could include some generic text in the design we will fill in the additional details before publishing the site.

Services – New Business Start-up packages (subpage)

We envisage the New Business Start-up packages subpage having a main body of text that explains the overall concept followed by a breakdown of the different packages available.

These packages are Basic, Intermediate, Professional and Customised

The package images (or image boxes) should have a price tag included on each package (i.e. Basic package starting from: \$X)

Copy write (content):

Starting a new business? Need a head start?

Why not try one of our new business start-up packages?

Scopus's new business start-up packages provides new businesses with the kick start they need to get things moving instantly.

One of the fundamental issues facing new businesses today is the time and energy it takes to prepare and setup a new business. Imagine if all the right information, systems and documents that you needed to succeed were right at your fingertips from the very beginning.

This is what our new business start-up packages have been designed to do!

So why not browse through our start-up package selection and see what's right for you?

Basic Package:

Great for new small business start-ups and guaranteed to give you that immediate boost that every new business owner needs

Intermediate Package

Offers a wide variety of business start-up documents, advice, tips and tricks that will assist any new businesses to get the traction they need faster!

Professional Package:

Ideal for new business start-ups that want it now and want it professional! Start your business the right way by building on solid platforms that are capable of supporting and driving future growth and expansion

Custom Package:

Want it all and want it your way? We can design a start-up custom package that's right for any budding entrepreneur!

Services – New Business Start-up packages – Basic, Intermediate, Professional and Custom packages (subpage):

We would like four separate 2nd level subpages for each of our packages (Basic, Intermediate, Professional and Custom).

There is currently no copy write (content) for each of these packages so if the designer could include some generic text in the design we will fill in the additional details before publishing the site.

Contact Us

We envisage a very simplistic page with some text coupled with a contact form

Copy write (content):

Do you need a bit more information? Got some questions that still need answering?

We're here to help and we're here to offer the best advice around!

If there's more information you're looking for, or if you would just like to meet and discuss your options, then we would love to hear from you.

So why not get in touch with us today by filling out our contact form, or you can give us a call on *(00) 00 00 0000*

Testimonials

We envisage a simplistic design on this page with possibly a single image accompanied by some text that we can separate to depict the testimonials from each client

Copy write (content):

There is currently no content for this section so we would appreciate the designer using some generic text so that we can replace this later during coding.