

Setting up the Business

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Description of product: Again, our product is a beanie with Bluetooth capabilities so it has a built in speaker to take calls and listen to music. Our beanies are extra soft with a ribbed knit texture that makes our beanies stylish year round. We have 3 differentiations between the beanies: the Original, the Fold, and the Puff. The Original is a straight fit, the Fold has a stylish fold, and the puff has a fuzzy pom on the top as a decorative statement. Our beanies are one size fits all, comes in a variety of colors (black, gray, olive green, burgundy, charcoal, and navy), and our neon line (teal, green, orange, pink, and purple).

Name of company: Speanie. Our product is a beanie with a built in speaker. So combining the two features we came with Speanie, a combination between speaker and beanie.

Domain name(s): Our domain name will be www.speanie.com. The domain is available and reflects our company name. We decided to use our company name as our domain name because this will solidify our brand name. Also, it is very easy and simple for potential customers to search our website.

Web-hosting service:

	WordPress	Wix	SquareSpace
General company information	<p>Most popular online publishing platform, currently powering more than 20% of the web. Hosted version of the open source software www.wordpress.com/about</p> <p>Free and open source content management system (CMS) based on PHP and MySQL.</p> <p>Wordpress is installed on a web server, which either is part of an Internet hosting service or is a</p>	<p>Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools.</p> <p>Users may add functionalities such as social plug-ins, e-commerce, contact forms, e-mail marketing, and community forums to their web sites using a variety of Wix-developed and third-party</p>	<p>Web design/building platform that allows users to easily craft their dream website, without touching codes</p>

	<p>network host itself. Features include plugin architecture and template system. Wordpress was released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little. (Wikipedia)</p>	<p>applications. Wix is built on a freemium business model, earning its revenues through premium upgrades. (Wikipedia Definition)</p>	
Do they register domain names?	Yes	Yes	Yes
What level of general support do they offer?	<p>Variety of online support resources including: support forums, contact support, account recovery, website start up help, and document search for answers</p>	<p>They offer help/support options all across their websites, including phone/mobile device support. Each element in the website has various help options that are tailored to each tier of the wix.com interface.</p>	<p>Multiple online support options, such as: continuously updated premade guides by web design experts, online public Q&A forums, live chat with a Squarespace representative, video support, and workshops</p>
Is there technical support? What is it?	<p>Live chats support monday through friday 7am - 7pm eastern time, but only for paid upgraded users. Free users must use community forums, no phone support.</p>	<p>They provide support via phone calls from 6am-5pm PST, which has the option of a Wix specialist to contact you back if you miss the 5pm mark; in addition, if you pay for the VIP plan, you get access to their "VIP Team."</p>	<p>Guarantee that all questions will be answered within a 1 hour period. 24/7 call in technical support to speak with a Squarespace representative</p>

Is there space/room to do business? How many pages do we get?	No page creation limit. Free version is limited to 3 GBs of space. Premium allows for 13 GBs of space. Business has unlimited space.	Wix offers a variety of webpage sizes with multiple designs personalized for and by the customer. "There is no limit to the number of pages that you can add to your site."	With purchase Squarespace offers unlimited pages, galleries, and blogs, unlimited storage, bandwidth, and contributors
Offer business email address? How many?	Yes, provides free email forwarding and full email hosting. Can connect another to your custom domain. Most popular provider: Zoho Mail (free up to 10 mailboxes; includes support)	Yes, Wix offers customizable email addresses for various domains you require.	1 email with purchase
Web design software?	Yes, available for free, premium, and business	Yes, they offer web design software.	Multiple easy to use templates offered to clients
What marketing services are available?	Wordpress offers over 100s of downloadable marketing tool plugins. Downloadable with free and paid subscriptions.	Wix offers over 50 marketing services that are all listed on http://www.wix.com/app-market/market-ing-tools Examples: News Letter Services, SEO Functionality, Online Business Cards, Email Marketing, Video Advertising, Interactive Security Features, etc.	\$100 Google Adwords credit with purchase, slightly better SEO than other drag and drop website builders, works well with email services
What software applications are available?	Offers a variety of software application plugins	"Wix is a website building platform, and works	Ability to add live chat software. Multiple apps such

	including and not limited to: project tracking, creation and management of software licensing, and software specs to downloads.	differently than other Content Management Systems (CMS) .Wix does have components and applications that function as part of a CMS, but Wix itself is design-driven and, as such, is not a 'pure' CMS." They have over 30 software applications listed on http://www.wix.com/app-market/main	as: Blog, Metrics, Portfolio Note
Do they have catalog software?	Yes	Yes	Yes
How flexible is the site design software?	Very. Combines simplicity for users and publishers with under-the-hood complexity for developers; makes it flexible while still easy to use	You are able to sample multiple types/variations of websites on Wix.com, both as examples and as templates to create your own website.	Minimum flexibility. Controlled platform, which allows you the guarantee that everything is closely monitored and there are few bugs
Accept online payments?	Yes	Yes	Yes
What customer records are captured? Analytics	Business edition offers built-in Google Analytics. Users on any edition can also download analytical tool plugins to capture anything from visitor statistics to tracking codes	The website offers various apps that assist in capturing information for records, including analytics, website hits, partnerships with various forms of social media (e.g. Instagram and Twitter), a newsletter creator	Offers comprehensive statistics about your websites and its response rate

		system, and over 30 extra features as well.	
Is there a satisfaction guarantee of their service?	Yes, satisfaction guarantee and offer refund up to 30 days after purchase	Wix offers a 100% money-back, satisfaction guarantee within the first 14 days of purchase:	Yes, 1 hour guaranteed response rate
File transfer capability?	Yes, must download plugin	Wix does NOT offer file transfer capabilities	Yes
Reliability?	High reliability. Overall, the WordPress.com network welcomes more than 409 million people viewing more than 15.5 billion pages each month. Users publish about 41.7 million new posts and leave 60.5 million new comments each month. 50,000 new sites every day. From small business sites, artist portfolios, and blogs, to giant media organizations like TIME and CNN.	Today Wix is one of the biggest players in the website builder landscape and hosts a whopping 70 million websites. http://www.websitetooltester.com/en/reviews/wix-review/	Very reliable, all plugins and features are designed and monitored by Squarespace professionals
Security?	Offers thousands of security plugins that provide website security protection, including: firewall security, login security, database	Wix offers various security options including Virus Protection, Protection of Financial Information/User Information, usage	Handles all security updates for your webpage

	security, malware protection, etc.	of 3 rd party Security programs and scanning tools, and wix will email you whenever any change is made to your account.	
Length of contract?	Annual	Monthly or Annually	Monthly or annually
All fees?	Three plans: 1st plan Free Premium (\$99/yr) Business (\$299/yr)	Wix offers several plans that include various services which range from price and extent of premiums. The prices are as follows: \$4.08/month, \$9.75/m, \$12.92/m, \$16.58/m, and \$24.92/m. The list of amenities per each rate is locate here: http://www.wix.com/upgrade/website	Landing Page: \$5 per month Personal: \$8 per month Business: \$18 per month Basic Store: \$26 per month Advanced Store: \$70 per month
Good reviews?	Yes	Yes	Great reviews

Recommendation:

According to the information presented above, we would recommend working with Squarespace. In terms of general and technical support, Squarespace outperforms Wix and Wordpress. Wordpress offers live chats Monday through Friday from 7 am to 7 pm Eastern time. For businesses operating on Western time, many questions will go unanswered until the following morning, or a few days later if it is on a Friday. For a business with important deadlines to follow, the timeliness of the response is not the best. Wix also has limited support hours, even though they are better than those of Wordpress (6 am to 5 pm PST). There is an option to pay an extra fee for a response after 5 pm and also an opportunity to pay for access to their” VIP Team”, but this comes at a premium. In regards to timeliness of support, Squarespace takes the cake over the other two sites. They offer 24/7 call in technical support and this is vital to a thriving business that runs on important deadlines. In terms of choosing a contract, Wordpress

locks businesses in for a year, whereas Wix and Squarespace offer monthly or annual contracts which is more beneficial to any business. In terms of marketing services, Wix offers 50 marketing services and Wordpress offers 100 downloadable marketing services. Squarespace offers a \$100 Google Adwords credit with purchase, which is better SEO than other drag and drop website builders. All three of these hosting sites are extremely reliable, and possess numerous client recommendations. For our business we will only be needing a service for three months, so paying for a year of Wordpress at \$99/year for basic or \$299/year for premium is unnecessary. Wix offers a number of different options for price per month, and so does Squarespace. Wix does offer more options than Squarespace, and Wix is more economical, but with the amount of support, contract flexibility, Squarespace's file transfer capability (Wix does not offer file transfer capability), the Google Adwords credit, and overall ease of use, we recommend Squarespace as the website host to use.

Budget:

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