

# Case Study

## DM Dreams Ltd



### Company overview

**Background** D.M. Dreams is a small start up company who specialise in retractable awning systems that incorporate a patented safety system for French doors.

As part of the company's business development strategy D.M. Dreams aims to establish an on line presence that not only show cases their products but provides an e-commerce facility that would allow visitors to purchase their products.

Prior to contacting the Centre, D.M Dreams had no web presence and very little knowledge and understanding of how to establish either a general website or an e-commerce website.

Web site: [www.safefrenchdoors.co.uk](http://www.safefrenchdoors.co.uk)

### Information Advice and Guidance

From initial discussions the Centre identified 2 key areas of knowledge transfer that were essential if D.M Dreams were to establish their business online.

1. Provision of a broad overview of the major factors impacting an online business
2. A practical hands on training session showing them how to use the tools provided by their web host

This was delivered over the course of two separate sessions.

The first focussed on the overview and included topics such as choosing domain names, web hosting options, e-commerce and how to utilise online tools such as Google Adwords to maximise their web site's potential.

The second session took place after the company had established their web host and selected an e-commerce application. This session focussed on the tools provided by their chosen web host and the key steps necessary to create an e-commerce solution using these tools.

The Centre also discussed design and accessibility considerations for building a web site and highlighted various online resources they should explore and to refer to when building their own e-commerce web site.

### The outcome

Before approaching the Centre for information and support on trading online, D.M Dreams had very limited knowledge and understanding of how to establish a business online. Despite the wealth of information on the web regarding the creation of a company's first web site D.M Dreams like many other companies could not see the wood for trees and so never knew the first steps to take toward an online business.

Since engaging with the Centre D.M Dreams have registered their domain name, selected a host and have created and deployed their first web site. At the time of writing D.M Dreams are actively working on their e-commerce solution.

