

AB AV eCommerce Site Plan

1. Company Name:

AB AV

2. Mission Statement:

To deliver premium audio and video equipment to enthusiasts who demand the best in home entertainment, with expert guidance and unbeatable value.

3. Types of Products to Sell:

- Home theater speakers (floorstanding, bookshelf, center, surrounds)
- AV receivers and processors
- Subwoofers
- Televisions (OLED, QLED, 4K, 8K)
- Soundbars
- DACs, DSPs, and amplifiers
- Acoustic panels and calibration tools
- Cables, mounts, and accessories

4. Define Your Audience:

a. What type of customer do you want to reach?

- Home theater enthusiasts, audiophiles, and tech-savvy buyers who care about performance, detail, and system synergy.

b. Who are your target customers?

- Primarily ages 25–55, located in the U.S. and Canada, who research their purchases, frequent AV forums, and are either building their first system or upgrading an existing one.

5. How do you plan on marketing your ecommerce site and the products you sell?

- Publish YouTube videos and Instagram reels highlighting gear reviews, setup guides, and system tours
- Engage in AV forums like AVS Forum and Reddit's r/hometheater with helpful content and promotions
- Run email campaigns with product spotlights, deals, and system-building tips
- Collaborate with audio/video influencers for unboxings and reviews
- Use SEO-optimized blog posts covering topics like "Best AV receivers under \$1,000" or "How to calibrate your DSP"

6. What type(s) of payment systems do you plan on using?

- Major credit/debit cards (Visa, MasterCard, Discover, AMEX)
- PayPal
- Affirm or Klarna for financing options
- Apple Pay and Google Pay

7. How will you handle order fulfillment for your product(s)?

- Products shipped from a warehouse or via drop shipping from brand partners
- Use FedEx, UPS, or DHL for fast and reliable shipping
- Offer local pickup for high-end customers in select regions
- Automated order tracking and email notifications

8. How will you handle security on your website?

- SSL encryption and HTTPS on all pages
- PCI-DSS compliant payment gateways (Stripe, PayPal)
- Regular vulnerability scans and updates
- Two-factor authentication for admin access
- Limited and encrypted customer data storage

Site Link:

<https://bazydloa935.macombsserver.net/wp/>