

1. Company Name

Hand Hooked by Me

2. Mission Statement

Hand Hooked by Me strives to provide a large variety of high-quality, hand-made crochet products to their customers, using the finest, softest material available.

3. Products

This company sells crochet products. This includes ready-made products, such as hats and blankets, and original crochet patterns for customers to make their own products.

4. Audience

The company's target audience includes anyone, and everyone interested in crochet or in buying crochet products or crochet patterns to make their own projects. Hand Hooked by Me. The business is looking to attract individuals, or correlating businesses that could help advertise for the business.

5. Marketing

Hand Hooked by Me's products will be marketed using social media sites for the business. Both sites will share products and encourage others to follow the pages and share the products as well.

6. Payments

Hand Hooked for Me will accept PayPal Payments, Venmo, and all major credit cards.

7. Order Fulfillment

All digital pattern orders will be emailed to the email provided at the time of checkout. All ready-made products will be shipped through the postal service the following day after purchase. The website will be updated regularly to display what ready-made products are available.

8. Website Security

For security, Hand Hooked by Me will use cookies to maintain user data. Session cookies can be used for the shopping cart and for the contact form. They will install

an SSL certificate and use anti-malware software to scan for and prevent malicious attacks.