

- **Brand Identity:** Sprout is aiming to be the new hotspot for all plant and crystal lovers in Seattle. Affordable prices on indoor and outdoor plants plus optional pottery and plant care materials. A grand crystal selection and other all-natural home decor is also available. Sprout's store location will have a new local vendor monthly. 10 mile delivery radius for the car-less and/or busy customer. Also optional is the pay online and pick up in store. Deals for the loyal and subscribed customer. Convenience is key at Sprout.
- **Business Goals:** The Sprout website will be designed for the user to navigate through the store's most common essentials. The website is for customers to view and get an idea of what is available in stores. Optional delivery and pick up for their convenience but the main goal is to get the customers to visit the boutique in person since there will be product in stores that will not be available online.
- **Success Metrics:** Sprout's success will be measured by the number of website hits, subscribed users, online and in store sales, increase in store traffic, and the decrease in inventory.