

1. Bujairami Perfumes
2. Yes, the site has a short paragraph on the main page that eloquently describes their fragrances.
3. The target audience includes anyone looking to purchase cheaper alternatives to designer and niche fragrances.
4. The site provides information about the fragrances they sell, as well as the prices, categories, and descriptions of those fragrances.
5. The site follows an e-commerce business model. It sells products online directly to customers on the site.
6. There is a search function, browsing, viewing product images and details, adding to cart, and a purchase function.
7. The company generates revenue from the site through directly selling products on the website.
8. The costs associated with generating those revenues would include production, packaging, marketing, distribution, shipping, and payment processing fees.
9. The website is very well designed in terms of clarity, ease of use, and speed of access. Each section of the website is clearly labeled and can easily be navigated through, without any issues with speed.
10. The company uses design and layout features very well through images, colors, fonts, and well-organized sections or subcategories.

11. The site is very aesthetically pleasing as it has a simple yet vibrant design. The minimalism and simplicity are in the writing and layout, while the color and vibrancy shines within the product or background images. There is a nice balance that is followed throughout the whole site with these two aspects in mind.
12. The company produces high quality inspired-by fragrances at an affordable price, which can allow customers to spend less on this site as compared to typical perfume brands or store fronts.
13. The site supports product listings, a shopping cart, a secure checkout, and a search function.
14. The primary currency used within the site is AUD or Australian Dollars as the company is based in Australia. The site also converts and allows for different currencies to be displayed depending on the user's country.

Company Web Page Evaluation Sheet

Student Name: Ahmed Rokeeb

Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: Bujairami Perfumes

Industry/General Description of Company: This is a fragrance company specializing in creating inspired-by fragrances of well-known branded fragrances.

URL: <https://bujairami.com.au/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)

I discovered this URL through social media. Creators that I typically watch on social media recommended this brand for their affordable takes on high end fragrances.

Date site was last updated (if available): Not Available

Count of prior accesses (if available): Not Available

Please highlight the number associated with each question in the table below based on your website experience.

Access time to load first page?	Very Slow	1	2	3	4	5	Very Fast
How complex is the site?	Very Simple	1	2	3	4	5	Very Complex
Information available on the site?	Very Little	1	2	3	4	5	Huge Amount
Use of graphics?	None	1	2	3	4	5	Very Extensive
Aesthetic appeal?	None	1	2	3	4	5	Excellent
Overall effectiveness?	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or No? No

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

The purpose of the site is to sell high quality fragrances, whether that are inspired by fragrances of already popular products or a niche collection of fragrances.

Who is the target audience?

The target audience includes anyone looking to purchase cheaper alternatives to designer and niche fragrances.

Can you purchase products from this site? Yes

If so, what is the product type? Personal Beauty

Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify)	Other? (please specify)

Does the site convey a positive or useful message for the company?

Yes, the site has a short paragraph on the main page that eloquently describes their fragrances.

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

The website is very well designed in terms of clarity, ease of use, and speed of access. Each section of the website is clearly labeled and can easily be navigated through, without any issues with speed.

Is the site aesthetically pleasing?

The site is very aesthetically pleasing as it has a simple yet vibrant design. The minimalism and simplicity are in the writing and layout, while the color and vibrancy shines within the product or background images. There is a nice balance that is followed throughout the whole site with these two aspects in mind.

How well does the company use design and layout features?

The company uses design and layout features very well through images, colors, fonts, and well-organized sections or subcategories.

Can the company generate revenues from the site? How?

The company generates revenue from the site through directly selling products on the website.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

The site supports product listings, a shopping cart, a secure checkout, and a search function.

What currency(ies) are accepted? How are they accommodated?

The primary currency used within the site is AUD or Australian Dollars as the company is based in Australia. The site also converts and allows for different currencies to be displayed depending on the user's country.

General comments.

Overall, the website is very well organized, with nice aesthetics and great emphasis on the products they sell. The site is well structured, aesthetically pleasing, fast at loading, and easy to navigate and use. It is quite easy for anyone to use this site to learn about and purchase their products.