

Case Study of



Fox's Outdoor



Introduction

Fox's Outdoor are based in Amersham Buckinghamshire and have been supplying camping and outdoor supplies for over 50 years.

Primarily a retailer with a flagship store providing expert advice on outdoor equipment Fox's take the outdoor life seriously with numerous expeditions under their belt, where they test the equipment they sell against the elements.

What better recommendation? Outdoor equipment from people that live the outdoor life!

The Objective

Fox's were making more on-line sales and wanted to capitalise on this growth area with a new website with some key features; scrolling "conveyer" belt area, content management, allowing the client to update the content themselves, credit card processing and back end processing.

What We Did

With a juicy brief like that we got to work!

As usual we got to know the client and his business first, what makes them tick and then condensed that down to some fundamental principles.

From here we starting adding some of our unique style to the designs and inevitably added some features to give the site a bit of pizzazz.

The Results

A great looking website in our opinion! The Client likes it too!

Has a real feel off the outdoors, aimed at inspiring people to get out there and enjoy the challenges that nature and the elements can provide.

Get your boots on and have a look: www.foxsoutdoor.co.uk

Client Overview

Client

Fox's Outdoor

Key Services

Retailer of Outdoor
Activity Equipment

Location

Amersham, Bucks

Services Required



website design



e-commerce



web promotion

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How long?

15 years from start to finish... Only joking from receipt of brief to live website took us just over three months which is about typical for a site of this level.

How much?

For a site of this calibre you are talking about a budget of £500+vat per month over the first six months to establish the site. Ongoing ad-hoc support would then be charged based upon £75+vat an hour. Annual hosting is £250+vat a year. Search Engine Optimisation is PAID only on successful results.



So What Does Our Client Say?

"A big thank you... this has been the easiest, and dare I say it, most enjoyable web site build to date."

(Andy Young, Fox's)

Want to find out more?

Then contact us:

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Or drop us an e-mail:

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