

CASE STUDY

Case-study 1 : PMF Consulting: website delivered with tight deadline

Background

PMF Consulting are a business specialising in the provision of marketing advice and information. We Are Web were approached to develop a new website for the company which would showcase the many services they provide to clients. The deadline for the delivery of the project was extremely tight, with only a two week period for the design and build of the website.

Business Need

PMF Consulting are a new business that did not have an existing Internet presence, the majority of business was generated via referral, recommendation and the company founder's extensive network of industry contacts.

It became clear to the client that the business was not fully exploiting opportunities through the Internet and online networks and that this was creating a competitive disadvantage.

Many of PMF Consulting competitors had websites and used them in order to generate new business and make new contacts.

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The Solution

Given the obvious time limitations it was imperative that the project stages were signed off quickly. We Are Web kept in close contact with the client to ensure the right direction was taken from the design to the building in order to avoid unnecessary additional time being taken. A clean corporate design style was chosen that would offer the client future flexibility to develop whilst in the short-term providing the necessary key elements such as a blog and contact mechanism.

The Results

We Are Web delivered the website on time and in budget, client Ann Rowley stated her delight with the project:

“Due to unforeseen circumstances we approached We Are Web with a very short deadline and were not sure whether the website would be ready in time to support a marketing campaign which had already been committed to. We Are Web showed exceptional project management skills and a high level of customer service in delivering the website on time.”

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Ann Rowley – Founder