

Assignment 1: Domain Names

Arthur Hammerl 23327

Daniel Fischmann 23861

Pikanes Thanapaisanchok 23377

Renan Carletti Angélico 23223

Digital Marketing

Heidi Gherman

March 1st, 2024

Table of Contents

Company name	3
Logo.....	4
Target Market.....	5
Products/Services:	6
Domain names:	7
Cost of domain names:	8
Additional Domain Names:	9
Explanation:.....	10
REFERENCES	11

Company name

F12U

Logo



Target Market

Our product line consists of gym supplements that include Whey Protein, Energy drinks, Creatine, Protein bar and Vitamin. For our target market that we are looking for are bodybuilders sculpting their physique, individuals aspiring for enhanced performance both physically and mentally, Athletes who seeking optimal recovery and sustained energy, Gym members who want to build their muscles or decrease their weight for good looking throughout their fitness journey, and wellness seekers who prioritizing a balanced and healthy lifestyle. Recognizing that workouts alone may not suffice, these individuals actively seek supplements to help them reach their goals. Our products are intricately designed to meet their specific needs and assist them in achieving their goals.

Products/Services:

Our business will offer a wide range of products for workouts, catering to both enthusiasts and those striving for professional performance in their favorite sports. We will explore products for muscle recovery, such as whey protein and protein bars. These items are easy to consume and are an excellent choice before or after exercise, providing a substantial amount of protein. Additionally, we will offer products to increase performance during workouts, such as energy drinks and vitamins, which provide extra energy for your favorite sports. Another incredible product we will offer is creatine, which, when used, enhances resistance and strength during workouts.

Domain names:

fi2usupplements.com

fi2u.ca

fi2uathlet.com

Cost of domain names:

Fi2Usupplements.com: This domain costs \$17,00 CAD per year with the first year free in WordPress.

fi2u.ca: This domain costs \$15,00 CAD per year with the first year free in WordPress.

Fi2Uathelet.com: This domain costs \$17,00 CAD per year with the first year free in WordPress.

Additional Domain Names:

fi2you.com

thebestwhey4u.com

fi2uhealth.com

Explanation:

fi2Usupplements.com: This domain directly communicates the business's focus on supplements products, appealing to generals looking for supplements to buy.

fi2u.ca: This domain directly shows our company to anyone searching for fi2u and improves our SEO in the region of Canada, which is the region in which the company operates.

fi2uathlete.com: This domain communicates directly with our target audience. who constantly seeks supplementation for their intense routines

REFERENCES

<https://store.thinkprofits.com/>

<https://store.thinkprofits.com/>

<https://store.thinkprofits.com/>

<https://wordpress.com/support/domains/domain-pricing-and-available-tlds/>