



Fox School of Business

Philadelphia, PA 19121

Center of Digital Transformation for Small Business

phone 215.204.7282

fax 215.204.4554

1510 Cecil B. Moore Ave

<https://cdtsb.temple.edu>

cdtsb@temple.edu

STATEMENT OF WORK

Date 6/25/20

TO:

Cynthia Ray

Urban Princess

620 S 4th Street

Philadelphia, PA, 19147

610-220-6717

FROM: Richard Flanagan, Program Manager

Summary of Need

A woman's clothing boutique and gift shop that operated their own shop and at festivals. Covid-19 forced them to close their shop and all festivals were canceled. They quickly created a web store, but it did not handle their products well and did not integrate with Square their POS system. The web store needs to be optimized and integrated with Square while maintaining the Urban Princess brand.

Client Deliverables

1. Access to Squarespace account information.
2. List of best-selling items, and all necessary information, photos, sizes, colors, etc.
3. Access to Square account information.
4. Access to Social Media information
5. Access to Google Analytics information.

Digital Transformation Center Deliverables

1. Build out an online store within the existing square space site with 50 of their bestselling items.
2. Integrate ecommerce site with Square POS system
3. Maintain a consistent brand between online site and social media
4. Train clients on how to maintain the ecommerce site, including adding new categories and items, uploading photographs and other media, deleting items and categories, configuring any system parameters, etc.
5. Provide training material for google analytics
6. If time permits, review and adjust SEO settings

Constraints

1. Capabilities of integration between Square and Squarespace.

Timing

- The project will start on or about **6/29/20**
- The project will go live on or about **7/13/20**
- Support for the project will end on or about **7/24/20**

About

The Center of Digital Transformation for Small Business is a partnership between Temple University Small Business Development Center and the Institute for Business and Information Technology.

Sponsors

Cooperative Agreement

The Temple SBDC is partially funded by a grant from the Department of Community & Economic Development and by the U.S. Small Business Administration under Cooperative Agreement No. 4-603001-Z-0040-24. The support given by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of any of the cosponsor(s)' or participants' opinions, findings, conclusions, recommendations, products, or services.

Funding Partners

Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community & Economic Development; through a cooperative agreement with the U.S. Small Business Administration; and in part through support from Temple University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling 215-204-7282. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. SBDC services are not available to individuals or entities that have been debarred or suspended by the federal government. By agreeing to receive assistance from the SBDC you are self-certifying that you are not currently federally debarred or suspended and also agree to cease using SBDC services if you become federally debarred or suspended in the future.

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made if requested, at least two weeks in advance. Contact the Temple SBDC at 1510 Cecil B. Moore Avenue Philadelphia, PA 19121, 215.204.7282. The Temple University SBDC is a member of the network of Pennsylvania Small Business Development Centers and the National Association of Small Business Development Centers.

