

**Brand Identity**

Fan Kingdom is a place where people involved in a diverse array of fandoms can find merchandise specific to their interests. We strive to provide a wide selection of items including: t-shirts, action figures, cosplay apparel and accessories, plush toys and other collectible items.

**Business Goals**

The Fan Kingdom website will be designed so that customers can easily find and purchase fandom-related merchandise. We will attract our customer base by offering a large selection of items, including those that are hard to find on other sites.

**Success Metrics**

The main success metric will be the number of online sales. We will also judge our success based on the number of product reviews, newsletter subscriptions and page hits.