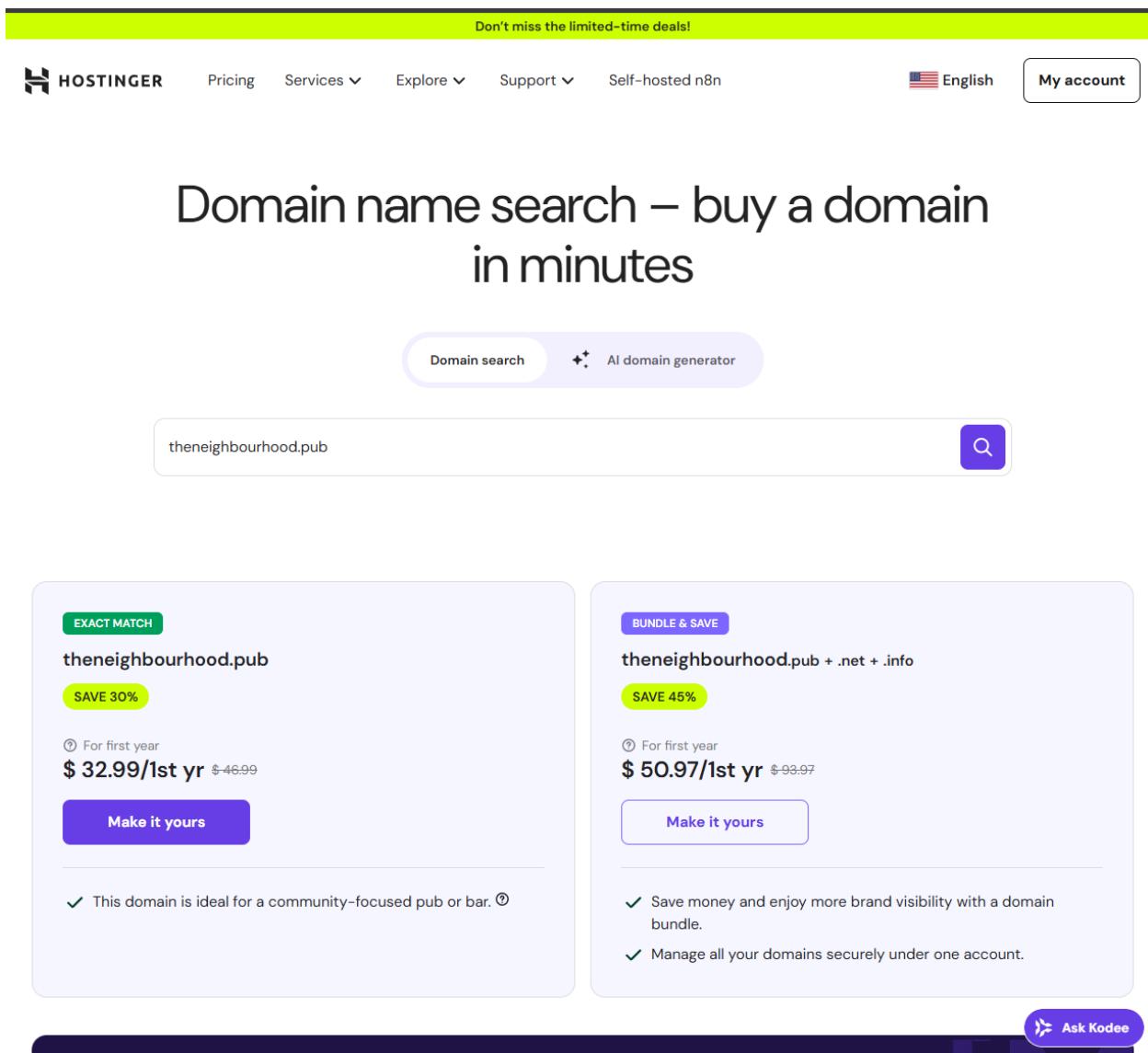


1. Real or Imaginary:

This business will be the imaginary business I (2025) built in BUS 140: “The Neighbourhood”.

2. Site Title & Research a Domain:

The working title for the website would be “Welcome to The Neighbourhood: a local members house”. The domain name would simply be the name of the business and what kind of business it is, a pub. <https://theneighbourhood.pub> . Using Instant Domain Search, <https://instantdomainsearch.com/?q=theneighbourhood.pub> , I saw the middle column had many options for descriptive top-level domains, and I found that .pub was a valid domain that worked and is immediately available.



The screenshot shows the Hostinger domain search interface. At the top, there is a yellow banner with the text "Don't miss the limited-time deals!". Below the banner, the Hostinger logo is on the left, followed by navigation links: Pricing, Services, Explore, Support, and Self-hosted n8n. To the right are language and account settings: English (with a flag icon) and a "My account" button. The main heading is "Domain name search – buy a domain in minutes". Below the heading are two search input fields: "Domain search" and "AI domain generator". The search bar contains the text "theneighbourhood.pub". To the right of the search bar is a purple search icon. The page displays two domain options:

- EXACT MATCH**
theneighbourhood.pub
SAVE 30%
For first year
\$ 32.99/1st yr -\$46.99
Make it yours
- BUNDLE & SAVE**
theneighbourhood.pub + .net + .info
SAVE 45%
For first year
\$ 50.97/1st yr -\$93.97
Make it yours

Below the options, there are two lists of benefits:

- ✓ This domain is ideal for a community-focused pub or bar. ⓘ
- ✓ Save money and enjoy more brand visibility with a domain bundle.
- ✓ Manage all your domains securely under one account.

At the bottom right is a purple "Ask Kodee" button with a question mark icon.

3. Purpose & Audience:

The purpose of the organization is to gather people in a local community and build a membership style pub with lower cost food with accessible creature comforts. This style of pub would be aimed at younger adults; however, it would be accessible to all liquor consuming ages. The concept is to provide an area for people to gather and feel a sense of belonging in an area that is cared for by all individuals. The pub would not serve high percentage beverages, rather focusing on enjoying low percentage beverages with plenty of snacks. The common room would have sofas, large smoking chairs, and plenty of space for relaxation. There would be access to a variety of literature, board games, and outlets to allow for interaction between patrons but also alone time in public. To encourage buy in from patrons, the membership would include no tipping allowed, other than to upkeep the furniture and available content. All staff would have a livable wage.

4. Site Description:

The content pages of the website would have:

- the daily menu available at each location, with the limited options that are available
- a portal to sign up for membership, offering different options based on the needs of the individual
- a reservation system per location to ensure non-specific seating for a set period. This feature is to ensure that patrons would have a spot to eat, but would limit time in a dining specific area, and allow for continued patronage in a longer-term common room.

The photo gallery would have images of:

- clean dining and lounge areas
- friendly staff available behind the bar and kitchen counter
- warm gestures from the host and a security guard in front of the establishment
- the pub during peak service hours
- different entertainment options available
- individuals working alone and in groups on assignments or work
- staple meals that would rotate every week, paired with beer, water, and wine

The website would retain two forms:

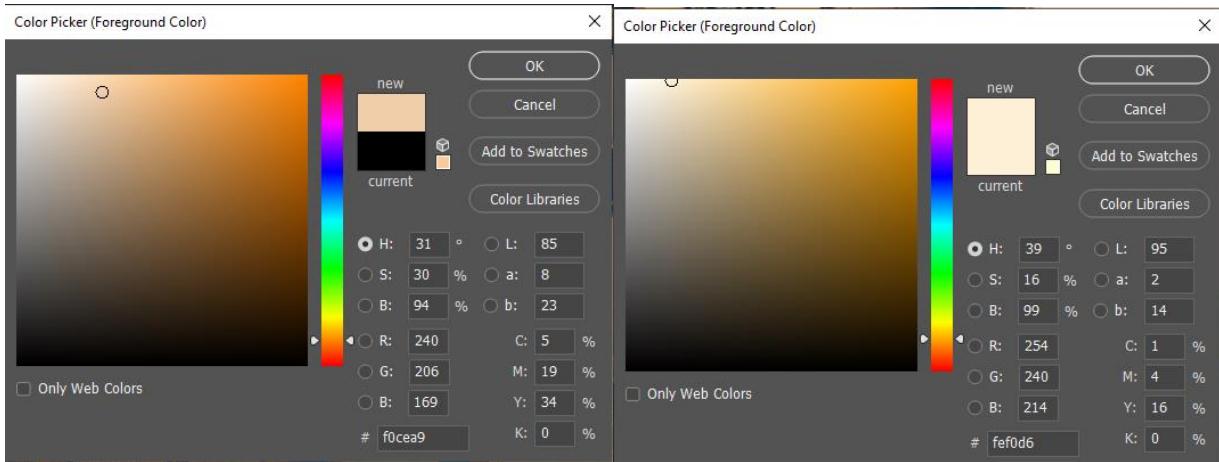
- a form for membership sign-up, requiring credit card information and government identification
- a form for reservations, to select and reserve daily time slots for main course consumption, with no more than 5 reservations allowed at a time per customer. If reserving as a group, all group members must be members (Non-members may not reserve, however, they are still permitted entry if seating is available, once a door fee is paid)

5. Site Colour Scheme

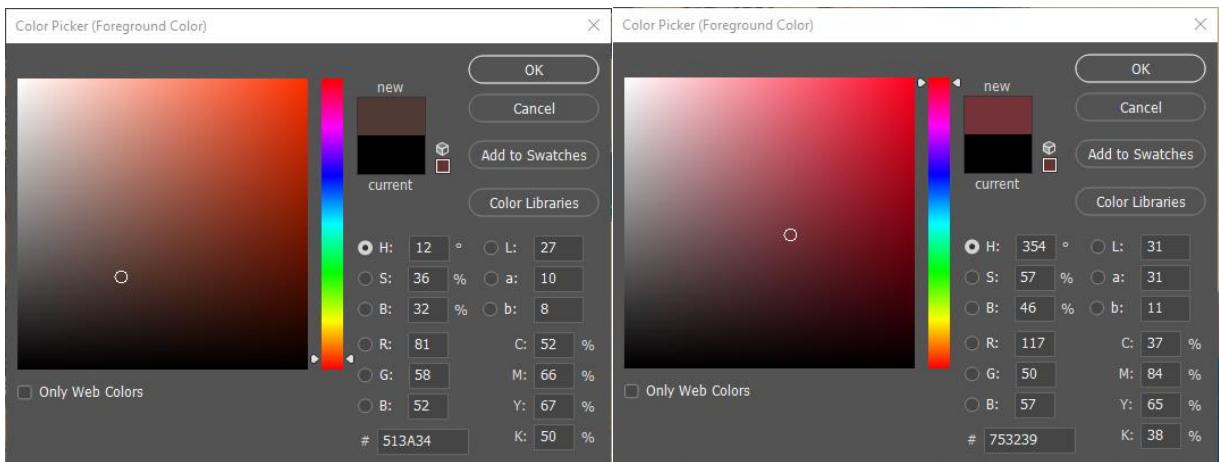
The site colours would be the colours found in this document's theme. But I also found this Photo by [Nikola Jovanovic](#) on [Unsplash](#) (2017):



The light colours are found in the lamps and the drapes.



The dark colours are found in the bar stools and the seat covers.



References

Deutsch, A. (2025, October 9). *The Neighbourhood* [Unpublished Project]. Business Department, Camosun College.

Jovanovic, N. (2017, January 29). *The place where luck is born*. Unsplash, Vranje, Serbia. Retrieved from <https://unsplash.com/photos/round-wooden-cafeteria-tables-and-chairs-inside-room-QGPmWrclELg>