MAYFAIR*Online*

www.MayfairOnline.com

Plans for MayfairOnline by Mogens Hauschildt

Objective

The main objective of *MayfairOnline* is to lay the foundations for a virtual community on the World Wide Web for London's Mayfair. This goal would utilise and build on the unique reputation of the area in the real world. Such a reputation, in today's multimedia world, can be turned into a brand name to be sold worldwide. We are in a time when brands are becoming the biggest assets of all.

The aim is to create an elite community website, *MayfairOnline*, which will be truly interactive with rich content, active intelligence and collaborative communication - creating a compelling consumer experience. Collaborative communication puts a human face on an otherwise impersonal site and serves as the basis for establishing trust and a reputation of responsiveness. *MayfairOnline* wishes to engage the customers on an ongoing basis to create a dialogue.

Initially, *The Mayfair Shopping Guide* will go online with a bespoke website for retailers and member merchants in Mayfair. This will also include the bordering areas of Mayfair, such as St. James's and Knightsbridge.

All aspects of the "real" world of London's Mayfair, St. James's and Knightsbridge will be included. This will cover Society & News, Arts & Entertainment, History & Culture, Fashion & Design, Travel, Health & Beauty, Shopping and *Your Personal Butler* and *Style Advisor*.

Company and background

MayfairOnline Limited was incorporated in August 1992. An extensive feasibility study was carried out during the summer and autumn of 1992. This aimed to evaluate the potential of a Mayfair Web site and the likely use of the Internet, along with an assessment of the technology available at the time. A large amount of material was created electronically during that time. However, after considering all the various aspects of the then Internet, it was decided not to launch the Web site before the Internet became more user-friendly and technology more advanced.

With the dramatic advancement of Internet technology over the last four years, and since issues such as the security of credit card payments have been resolved, the appropriate technology is in place. Nearly one hundred million adults are using the Internet regularly, and of those, 30 million users are in Europe. Therefore, it is difficult for any company to ignore the Internet. Morgan Stanley and IDC recently predicted that, by the year 2002, 135 million adults in Europe would be using the Internet, with close to 350 million adults worldwide connected. With this in mind, *MayfairOnline* wishes to proceed with launching its e-Business.

The Company will need its own in-house sales, marketing and customer services

since most web creative and operating work will be outsourced. Independent designers, interactive architects and developers will be contracted and made responsible for the Web maintenance and hosting. This "new organisation" will use Intranet-enabled speed and connectivity on a 24-hour basis.

The Company will use state-of-the-art call centre automation, thus providing Web-based customer access with skills-based routing, unified messaging, and voice over the net.

To support the Cyberspace activity, *MayfairOnline* will also be responsible for the various publications on behalf of *The Mayfair Society* and *The Mayfair Trust*.

Printed Publications

Parallel with the development of the Web site, various printed publications will support the promotion of the Web site; such publications may include:

The Mayfair Shopping Guide (published quarterly)
The Mayfair Society's Annual (Directory)
Inside Mayfair /The Mayfair Society (Magazine)

Development Stages

The Mayfair-Online website will be developed in stages:

- *The Mayfair Shopping Guide*
- *Retailers and member Merchant's Web sites*
- *The Shopping Angels*
- *Secure e-commerce*
- *The Mayfair News*
- *The May Affair Game*
- *Mayfair CasinoLand*
- *TheatreLand*
- *Mayfair/West-End Live*
- *Ticketing/Booking*
- *Live-Events (products, books and fashion launches*
- *The Cultural and Historic Mayfair*
- *The Mayfair Card (the EliteCard) a royalty card "Smartcard"*

Location, location, location…

Location matters: all retailers in Mayfair are aware of this. To ensure successful retailing, access and visibility are essential. A Bond Street shop is far more likely to attract the right sort of buyer than a rival shop tucked away in some obscure East

End back alley. The same rules apply in Cyberspace and in a competitive commercial environment; the first hurdle for any online trader is getting the consumer to the website.

Shopping

The shopping section will initially include The Mayfair Shopping Guide's participating merchants. The retailer's location will be shown on various maps, for example: *GiftWorld, FashionWorld* and *Health & Beauty World*. In addition, there will be historical views of some of the more prominent Mayfair shops. These will include profiles about the people who created the shops, as well as relevant information about their customers and details about the products. It is important that the design of the Web site will rest on a solid foundation of rich content. Therefore, the content should contain complete and relevant information to create an accessible site from which consumers can take action and derive the necessary value.

With the arrival of more sophisticated software and tools, virtual shops will be created (e.g. The Sloane Sweater Shop, The Mayfair Teashop or The Red Cashmere Sweater Shop). Users will be able to browse through details of services and products, search a database for specific requirements and via their *Personal Butler* (*Jeeves*) make secure credit card purchases. When a visitor initially enters the site for shopping, he/she will be greeted by an Ambassador. This Ambassador will initially show his credentials and then guide the visitor through the various services, including going through the visitor's personal details and method of payment. After that, he will introduce the visitor to their *Personal Butler*.

Visitors will be able to click on products they want to buy, and these will be transferred to their *Personal Butler* - an electronic helper, adviser and 'carrier' of the shopping basket. Buyers can ask the butler to check the running total of goods that they have selected. They can discard items if they have second thoughts. When they are happy with their choice, visitors can call up a payment form, enter their details and send the information to *MayfairOnline*.

With the introduction of Internet telephony, customers will browse the Web pages to find the item or service that interests them, then click the button to make a voice connection to *MayfairOnline's* representative via the Web page. The representative and the customer will then be able to continue using the Web pages, moving through them together. They can discuss needs collaboratively online, fill in forms and generally establish a customer/salesperson rapport – at a distance.

Lifestyle Advisor

A "lifestyle advisor" will be available and able to advise you on everything, from social etiquette to how to dress for Henley or Wimbledon. In addition, the *ShoppingAngels* will be able to assist with special purchases, arranging hotel or

restaurant bookings, tax-free shopping, gift-wrapping and sending gifts worldwide. The *ShoppingAngels* will provide a personal shopping service to visitors
The ultimate aim for the *ShoppingAngels* will be to act as an "intelligence agent" to search the total World Wide Web for the best deal and best and solve customer problems.

Royalty Card

A very special enticement will be offered to customers entering Mayfair shops. Shoppers will be encouraged by a royalty bonus scheme, similar to that of "air miles". Shoppers will earn either Mayfair*Guineas* or electronic points based on the current currency. On average the customer will receive 5% on their purchases through *MayfairOnline*. With the introduction of Smartcards, the customers will receive by post a smartcard, which they can then use when visiting London's West End.

History & Culture

The history and culture section will initially be organised geographically. Users can choose any street to see contemporary photos, archival images and descriptions of the businesses, shops, galleries, museums and other points of historical interest on that particular street.

With new technology, a visitor will be able to walk down the street in virtual reality and will be able to turn right or left, continue, jump around or walk into a historic building, etc.

Arts & Entertainment

These pages have all the features available in a typical "What's On & Where" city guide, with the facilities to make arrangements such as booking theatre tickets online through *TheatreLand*. The latest entertainment and reviews from Soho can be seen in *SohoGoodies*. In *ArtLand*, reviews and publicity from the current art galleries in the area can be found, as well as archives of certain artists and their respective gallery representations. Virtual art exhibitions are held on a daily and weekly basis, and there will be references to the "Artist of the Week". In *CharityWorld*, details of the various charity balls and any other charitable and community events will be included.

Hotels & Restaurants

This section features comprehensive details of five-star deluxe hotels and restaurants in Mayfair, including: a detailed account of the history, architecture and interior decor of each establishment, reviews, today's menu card and of the yesterday years, prices and the option to make reservations.

Society & News

The society pages will be used to publicise local events and "last night's party" in Mayfair. The pages will include *The WestEnders*, *The HappyFew* and The Mayfair Café and Bar. Local gossip pages from *TheInsider* will also be introduced.

Maps

Much of the information on the Web site will be accessible from a map of Mayfair. By simply clicking onto a region of an area map, one will be able to view a detailed street map. From this point, a click onto any street or area will bring up photos and detailed information about each establishment on the street. There are maps of ArtLand, TheatreLand, FunLand, Fashion & DesignerWorld and ShoppingWorld.

Live Sites

Internet users have the option to view live video shots of important parts of London's West End and from time to time any major events in the area. In addition, with the facility of the latest Web technology, visitors can walk down shopping arcades and move around with 360 degrees.

Burlington-Arcade
Royal-Arcade
Piccadilly-Arcade
Knightsbridge-Arcade

Direct URL's with street names

Bond-Street.MayfairOnline.com
Piccadilly.MayfairOnline
Park-Lane.MayfairOnline.com
Mount-Street.MayfairOnline.com
BerkeleySquare. MayfairOnline.com
Regent-street.MayfairOnline.com
Sloane-street.west-end.co.uk.
London.west-end.co.uk

Direct URL's with Merchants names

Smythson.MayfairOnline.com
Hennell.MayfairOnline.com
Bulgari.MayfairOnline.com
Asprey.MayfairOnline.com

Staff requirement:

President & CEO
Will manage the company's corporate relations, strategic planning, research and

development, and advertising and marketing.

Will oversee all corporate-level decisions and is responsible for company growth, supervising capital investment, and managing product direction.

Chief Technology Officer
Will be responsible for programming, software and Web site development, strategic planning, and managing the staff of programmers and technical associates.

Responsibilities include: Web site design and configuration, programming development, networking, and software engineering.

Chief Operating Officer
Will be responsible for the day to day operation and management, the administration, accounts and personnel.

Director of Marketing
Will be responsible for branding the company's name and inaugural website, Mayfair-Online.com; forming strategic relationships with local businesses and electronic commerce companies; and co-ordinating public relations and promotions activities.

In charge of the account executives and sales.

Director of Advertising
Will be responsible for the command and execution of advertising strategy with the company and its inaugural Website, Mayfair-Online.com.

Other job duties include: formulation of contact database, gathering news and information, maintenance of business relationships and the compilation of tailored advertising programs.

Director of Business Development/Merchandising
Responsible for the command and execution of nationwide marketing and partnership campaigns, and for incorporating new products to enhance competitive leverage.

Other job duties include gathering competitive intelligence related to electronic commerce.

Senior Account Executive
Sales

Account Executives
Sales

Customer Services
24-hours network

Executive Assistant

News & Information Editor

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