



**Pilgrims,  
College Court, Gloucester GL1 2NJ  
t. (01452) 386268  
e. [info@chocolatesandfudge.co.uk](mailto:info@chocolatesandfudge.co.uk)  
w. [www.chocolatesandfudge.co.uk](http://www.chocolatesandfudge.co.uk)**

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## **Chocolates and Fudge by post, Favours and Corporate Gifts**

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To whom it may concern

21 December, 2006

### **E-COMMERCE WEBSITE DESIGN, PUBLISHING AND OPERATION**

Pilgrims of Gloucester is a specialist independent retail business, selling Belgian Chocolates, fudges and specialty confectionery. We sell to individual customers, corporate customers and also supply wedding favours and wholesale fudges. We have a shop which has been established for eight years and an internet business established in more recent times.

Until now we have run a basic website. In 2006 we wanted to develop this into a full e-commerce site. The webdesigner we employed was Graham Boston. Graham coached us through the initial ideas stage and provided an appropriate design, based on making it as easy as possible for customers to navigate the site and make purchases.

Our aim was also to create a website with a clear identity, that would be easy for us to update and for us to communicate quickly with customers to encourage their purchasing.

Graham is not just an excellent website designer but is also a graphic designer. This ensured that our site has a unique visual appeal and stands out from the rest. He is also a good communicator and was able to teach us how to edit and operate the website after the "handover".

The end result has greatly exceeded our expectations. From the launch date our sales increased by 250 per cent. In addition, we look forward to exploiting the facilities that the site now offers for expansion and further increase in sales through, for one example, customer incentives.

I can recommend Graham's professionalism to you with no reservations at all, whether you are new to the field of e-commerce or wishing to develop an existing operation.

Bill Anderton  
Proprietor