ZeroFive-Ten Technologies Proposal

# Prepared By: Avumile Yeko

# Student Number: ST10482422

# Subject: Web Development

# Subject Code: 5020



Figure 1. Illustration of the Logo of ZeroFive-Ten Technologies. Image generated by ChatGPT using OpenAI’s image generation capabilities (2025).

A close-up of a document

AI-generated content may be incorrect.

Table of Contents

[Cover page 1](#_Toc194957739)

[Introduction 4](#_Toc194957743)

[Mission Statement 4](#_Toc194957744)

[Vision Statement 5](#_Toc194957745)

[Target Audience 5](#_Toc194957746)

[Goals: To Increase Web Traffic, Generate Leads, and Increase Sales. 5](#_Toc194957747)

[Key Performance Indicators 6](#_Toc194957748)

[Essential Features of the Website 6](#_Toc194957749)

[SITEMAP 8](#_Toc194957750)

[Technical Requirements of the Website 8](#_Toc194957751)

[Current Analysis 9](#_Toc194957752)

[Timeline and Milestones 9](#_Toc194957753)

[Startup Budget 9](#_Toc194957754)

[References 10](#_Toc194957755)

# Introduction

ZeroFive-Ten is a leading technology firm founded in Southern Africa during the 2019 Covid-19 pandemic. We specialize in home office setups, smart home automation, IT support, networking, and custom personal computer (PC) builds. What started as a mission to make the transition to working from home easy and efficient expanded into software development, AI rendering, cybersecurity, and enterprise IT solutions. We offer high to low–end PC’s, PC components, and accessories to ensure that we only offer high–quality tech at affordable prices. By making use of our AI–driven simulations, our customers can see their vision before it is implemented. Whether you’re looking to upgrade your home, business, or tech infrastructure, ZeroFive-Ten delivers innovation, reliability, and future–proof solutions.

# Mission Statement

Mission and vision statements are important to the identify of a business or institution (Ozdem, 2011). A mission statement refers to the set of goals that assist the institution reach its aims and express its strategic objectives (Ozdem, 2011). To provide quality, affordable tech solutions that enhance your connectivity, productivity, and innovation for individuals and businesses all around South Africa.

# Vision Statement

To become South Africa’s leading technology brand, offering smart home automation with zero hassle, IT solutions, and high-quality tech products, ensuring a digitally connected future for all.

# Target Audience

The target audience will be:

1. Homeowners and Remote workers
2. Gamers and Tech Enthusiasts
3. Large businesses and Startup ventures
4. Developers and Innovators

# Goals: To Increase Web Traffic, Generate Leads, and Increase Sales.

1. **Search Engine Optimization and Content Marketing**

* Optimize the website with keywords that are most searched for that are related to IT solutions, smart homes, and tech.
* Have tutorials and product guides to attract visitors

1. **Social Media and Digital Marketing**

* Use YouTube, Facebook, Instagram, TikTok, and X (formerly Twitter) to showcase our products and services
* Have giveaways and promotions to increase engagement and brand awareness

1. **Lead Generation and Customer Engagement**

* Offer free consultations to ensure that visitors become regular customers
* Have a weekly newsletter with tech tips, exclusive deals, announcements for new products

1. **E – commerce and Online store optimization**

* Make sure that the online store is easy to use and has secure payment options
* Make sure that all the products have customer reviews.
* Introducing bundle deals for some of our products and services that are related to one another

1. **Partnerships and Influencer Collaborations**

* Partner with the top tech influencers and tech YouTubers to spread the word
* Offer affiliate programs to increase referrals
* Work with businesses and software developers to ensure business-to-business sales

# Current Analysis

There was no existing website before the one that I am creating.

# Design and User Experience

The design philosophy that will be followed by ZeroFive-Ten Technologies will blend a sleek minimalistic aesthetic that is functional, and tech driven. The brand is an embodiment of efficiency, accessibility and most importantly innovation, so the website will reflect these values through clean interfaces, fast interactions and striking visuals that showcase its cutting-edge services and products.

**Color Scheme.**

Primary-color: Electric blue (#007BFF)

Secondary color: Neon Green (#32CD32)

Buttons color: White

Navigation bar background color: Deep blue (#2d2d4f)

Footer background color: Deep blue (#2d2d4f)

**Typography**

Headings font: Montserrat

Body Text: Roboto

Button Text: Roboto

Font size: 16px

**Layout & Structure**

Homepage: Full-width hero section with tagline, animation, or picture background. Highlight key offerings. Customer testimonials in cards and quick navigation. A navigation bar.

About Page: Navigation bar with the buttons on the right side of it and the company logo on the left side. The navigation bar will have a blue background. There will be a header with a transparent blue background with a tagline. This structure will be consistent for all the pages of the website. The page itself will have a background image. There will be a footer with the copyright tag and the company name.

Product and services page: Will have a modular layout with icons and short descriptions. The services and products will be separated by grid style cards which will be buttons that take you to the specific thing that you are looking for.

Contact page: Will have grid style cards with the company’s contact details and social media links. It will also have the addresses of the physical stores that are available.

Enquiries page: Will have a table with a red background color and a green button to send the enquiry.

Frequently asked questions page (FAQ): The page will have a background image, and the questions and answers will be in grid cards.

**User Experience (UX) Priorities**

Responsive design: Optimized for phones/tablets.

Seamless navigation: Clear menus, smooth scroll.

Speed & performance: Fast loading, optimized assets.

Accessibility: High contrast, keyboard navigation and screen-reader friendly.

Brand integration: All elements from fronts and icons to button styles will be aligned with the ZeroFive-Ten brand, using consistent colors, bold minimalism, and tech-driven aesthetics to build recognition and trust.

# Key Performance Indicators

Key performance indicators are a method used to quantifiably measure the performance of a specific objective over a certain period (Parmenter, 2015).

* Track the monthly number of people who visit the website for the first time and the regular customers.
* Measure how long visitors/users stay on the website

# Essential Features of the Website

1. **Homepage**

* Have an engaging home page with some animations and images
* Has a brief overview of the business, its history, and its products and services
* It has some testimonials and reviews from existing customers.

1. **Products and services page**

* Have a detailed description of the products and services that are on offer at ZeroFive-Ten from the IT support, home office builds, smart home solutions, custom PC builds, web development, and AI simulations.
* There will be pictures of the products and services.
* There will be YouTube links to the reviews and or unboxing videos of the products we sell and services we perform.
* Price breakdowns of the services and products.
* When a person is interested in a product or service, an email will automatically be sent to the business, and the business will respond via email or phone call.

1. **About Us page**

* Have the full history of the business
* Have full details about what ZeroFive-Ten offers

1. **Contact Us page**

* Have the official contact details of the business, including the phone number, email address
* Have official social media page links
* Have the store's physical addresses and a link to Google Maps that gives directions to a store near you.

1. **Enquiries page**

* The Enquiries page will have a table with the customer's Full name, email address, Phone number, Subject of the enquiry, and the message in the columns.
* The enquiry will be sent via email to the business

1. **Frequently asked questions (FAQ)**

* Will have at least 7 frequently asked questions
* Will be structured in such a way that the question (Q in bold) will come first, and below it will be the answer (A in bold).

# SITEMAP

# Technical Requirements of the Website

The website's domain and host will be made available through squarespace.com. The programming languages that are used to create the website are HTML, CSS, and JavaScript. HTML was used to create the website's structure, CSS was used to style the website, and JavaScript was used to make the website more dynamic and interactive. The source code editor that was used was Visual studio code

# Timeline and Milestones

23 February – The day I first thought of what my business would be and what it would be called

25 February – I conceptualized the idea, what it would look like, and its strengths and weaknesses

26 - 28 February – I thought of all the products and services we would offer.

3 – 15 March – I started writing the skeleton code of the website for the business and simultaneously doing the research of what the startup would cost.

16 – 21 March – I did further research of the business and started writing the proposals of the business

# Startup Budget

The registration and name reservation of a startup business in South Africa costs R175 according to the Companies and Intellectual Properties Commission (2024).

|  |  |
| --- | --- |
| **Expense Category** | **Estimated Cost** |
| Business Registration and Name Reservation | R175 |
| Legal Fees | R8 000 |
| Office Rental | R13 000 per month |
| Office Setup | R80 000 |
| Hardware and Equipment | R100 000 |
| Initial Inventory | R800 000 |
| Website development | R5 500 |
| Software and Licensing | R50 000 |
| Branding and Marketing | R20 000 |
| Staff salaries (4 employees) | R80 000 per month |
| AI rendering and Simulation software | R110 000 |
| **Total estimated costs** | **R1 246 675** |

**Estimated Monthly expenses**

|  |  |
| --- | --- |
| **Expense Category** | **Estimated Cost** |
| Rent and utilities | R20 000 per month |
| Employee salaries | R80 000 per month |
| Inventory Restocking | R350 000 |
| Digital Marketing (ads and content) | R20 000 |
| Website maintenance and hosting | R6 000 |
| Software and Licensing | R12 000 |
| Logistics and Delivery | R20 000 |
| Miscellaneous (Insurance, legal fees, and support) | R15 000 |
| Total Monthly expenses | R523 000 |

#### GitHub Link

<https://github.com/Avumile-Yeko/AvumilePOEGit.git>

# References

1. Companies and Intellectual Property Commission (2024) *Company fees and forms*. <https://www.cipc.co.za/?page_id=3804>. Accessed 20 March 2025
2. OpenAI (2025). *Logo of a Technology company* [ZFT Logo.jpeg]. Created using ChatGPT. <https://chatgpt.com/> . Accessed 18 April 2025.
3. Ozdem, G., 2011. An analysis of the mission and vision statements on the strategic plans of higher education institutions. *Educational Sciences: Theory and Practice*, 11(4), pp.1887-1894.
4. Parmenter, D., 2015. *Key performance indicators: developing, implementing, and using winning KPIs*. John Wiley & Sons.
5. Squarespace (2025) *squarespace.com*. <https://www.squarespace.com/> . Accessed 21 March 2025.
6. Thelwall, M., 2000. Effective websites for small and medium‐sized enterprises. *Journal of Small Business and Enterprise Development*, *7*(2), pp.149-159.