Project Proposal

Klip & Crust Bakery Website Development

Module: Web Development

# Table of Contents

1. Organization Overview

2. Website Goals and Objectives

3. Current Website Analysis

4. Proposed Website Features and Functionality

5. Design and User Experience

6. Technical Requirements

7. Timeline and Milestones

8. References

# 1. Organization Overview

Organization Name: Klip & Crust Bakery  
Industry: Food & Beverage (Bakery)  
Location: Polokwane, South Africa  
Business Type: Local, family-owned bakery specializing in artisan bread, pastries, and cakes.  
  
Klip & Crust Bakery is a small but popular artisan bakery serving the local community with freshly baked goods made from locally sourced ingredients. The bakery prides itself on quality, freshness, and a friendly atmosphere that makes customers feel at home. Currently, the bakery relies heavily on walk-in customers and word-of-mouth marketing, with no formal online presence.

# 2. Website Goals and Objectives

The primary goal is to create a static, visually appealing advertisement website that builds the bakery’s online presence and attracts more local customers.  
  
Objectives:  
- Establish a professional digital identity.  
- Provide clear business information (location, hours, contact).  
- Display menu items with prices and descriptions.  
- Showcase bakery photos to entice potential customers.  
- Highlight special promotions and seasonal products.

# 3. Current Website Analysis

The bakery does not currently have a website. The absence of an online platform limits visibility, reduces potential foot traffic, and prevents the bakery from competing with other local businesses that have strong online presences. Most discovery happens through social media or in-person visits, which is inefficient for reaching new customers.

# 4. Proposed Website Features and Functionality

The proposed site will be static (HTML, CSS, minimal JavaScript) to ensure fast loading, ease of maintenance, and low costs.  
  
Key Features:  
- Home Page: Hero banner with bakery images and tagline.  
- Menu Page: Detailed list of available products with descriptions and prices.  
- Gallery: High-quality photos of baked goods and store interior.  
- About Us: Bakery history, mission, and team introduction.  
- Contact Page: Address, phone, email, embedded Google Map, opening hours.  
- Promotions Section: Highlight special offers or seasonal events.  
  
Optional Enhancements:  
- Small image slider in the gallery using minimal JavaScript.  
- Social media links for further engagement.

# 5. Design and User Experience

- Visual Style: Warm, inviting colours (cream, brown, gold tones) to match bakery branding.  
- Typography: Clear, legible fonts with a handcrafted feel for headings.  
- Layout: Mobile-first responsive design to ensure usability on all devices.  
- Navigation: Simple top menu with consistent placement across pages.  
- Accessibility: Semantic HTML, alt text for images, high contrast text for readability.

# 6. Technical Requirements

- Frontend: HTML5, CSS3, minimal JavaScript.  
- Hosting: Free static hosting (e.g., GitHub Pages or Netlify).  
- Browser Compatibility: Latest versions of Chrome, Firefox, Safari, and Edge.  
- Performance: Optimised images and minimal external scripts for fast loading.  
- SEO Basics: Meta tags, descriptive titles, and alt attributes for better visibility in search engines.

# 7. Timeline and Milestones

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| Milestone | Task | Due Date |
| 1 | Research & Proposal Submission | 08 August 2025 |
| 2 | Wireframe & Design Mockups | 13 August 2025 |
| 3 | HTML & CSS Development | 19 August 2025 |
| 4 | JavaScript Enhancements | 27 August 2025 |
| 5 | Testing & Debugging | 2 September 2025 |
| 6 | Final Deployment | 20 September 2025 |

# 8. References

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