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WEDE5020: Business Proposal (1)

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GitHub link:

The information provided below will be about my first business proposal. This task will involve
part 1 of WEDE5020-POE Assignment.

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Introduction

Organisation Overview

Find My Photographer is a small-business created to bridge the gap between finding your “photographer” depending on the style required and connecting them to new and existing customers. Essentially our entity aims to help self – employed individuals, freelancers, as well as other small businesses in the entertainment/media industry to find new potential customers to work with, and for clients to find new talents to work with themselves.

Problem Statement

The key components of a problem statement consist of the following: the identified gap, the impact of said gap, its importance to the organization and the likely trend of it if it continues to occur. (Morgan, 2018)

In the case of Find My Photographer their biggest problem is the lack of a website that allows them to implement their own organizational goals. Without one they are unable to reach their own customers. As a result, they cannot market their business effectively thus decreasing the reach they have to their target market and further lowering profits. Without a website that addresses their vision, and what they hope to achieve in their mission statement. The company risks not only its future and sustainability but also opening a gap in the market for new business with similar ideas to come in claim their space.

Aim & Objectives

Aim

To design and launch a professional website, in-line with the company’s needs. It must be user-friendly and designed in such a way that it not only strengthens “Find My Photographer’s” online presence, but also supports and boosts their own business growth.

Objectives

A professional website consists of the following elements, it should have purpose, be user-friendly, and user-focused in its design. Have mobile device integration with easy-to-use navigations. It should also have effective branding that is in-line with the company, alongside content management and search engine optimization just to name few. (Mailchimp, 2023)

The objectives for the website based on the company will be the following:

- Developing and designing a fully responsive and integrated website within the agreed upon timeframe.
- Integrating systems like profile hosting, search functionality, secure payment systems, booking systems and data analytics for “photographers” to see their progress and stats.
- It should have features that include, services/product catalogue to show what they are offering, a review of the work done, client testimonials, contact forms and social media links.
- It is also important that the website has good company branding, search engine optimizations for visibility and mobile device integration.

Technical Requirements

The frameworks and programming language that will be used during the project will be HTML, CSS and JavaScript. For web hosting, Go Daddy will be used.

Timeline

The timeline for the project will be 3 months. The first phase will focus on the skeleton of the website and primarily focus on HTML (month 1). The second phase will focus on styling and designing (month 2). The third phase will implement functionality (month 3).

Budget

The total budget for project will be R23 152. This fee includes labour costs that total R16000 for full backend and front development. The remaining R7 152 will be used for domain web hosting for the next 4 years. After which new prices can be negotiated and revisited. (GoDaddy,2025)

Conclusion

By completing our list of objectives effectively we can create a website that solves the client's current problem which allows us to increase their online presence and visibility, attract new customers to their website, increase the chances of their business model being more sustainable over a longer period and thus also ensuring their profit margins increase.

References

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