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# **Polish and Plait Beauty Bar Business Proposal**

Polish and Plait Beauty Bar

**Organisation overview**

* Brief History:

Polish & Plait Beauty Bar started in a bedroom as an idea where a space would be created for women to feel warmth, peace, inclusivity, and love. It would be a space that offers women and everyone who comes through its doors silence while getting their services done if that is what they need, an ear when they need someone to just listen to them, and a therapeutic environment to just feel carefree.

The business started in my parents’ garage with me only taking two clients per week. We then grew to five clients per week, next thing I knew business was growing and we had to hire another person to help with other services. More services were now available for clients; we were now offering more than just gel pedicures and manicures. Polygel sets with extensions, full pedicures, lash extensions, waxing services, and cornrows.

* Mission Statement:

At Polish & Plait Beauty Bar, our mission is to empower self-expression and boost confidence through expert services tailored to every client we provide our services to. From gorgeous nails and relaxing pedicures to bold lash extensions and beautiful plait hairstyles, we create a welcoming space where beauty meets art. We have committed ourselves to celebrating individuality, honouring diversity, and delivering exceptional care in every detail.

* Vision Statement:

To become a leading spot where beauty, culture, and creativity come together – redefining beauty standards by celebrating diversity, enhancing confidence, and inspiring bold self-expression through exceptional artistry.

* Target Audience:

Our target audience is teenagers, university students, young moms and wives.

Website goals & KPIs:

* Specific Goals:

Ensure that people around Port Elizabeth can reach us online to view our work, contact us, book appointments, and leave reviews.

* KPIs:

Average revenue per client. (Total revenue/Number of clients)

Client Retention Rate. (Percentage of clients who return within a specific timeframe.)

Profit margin. (Total revenue – Total expenses)

Booking rate. (Percentage of available appointment slots filled.)

Utilization rate per staff member. (% of time each technician is actively servicing a client.)

Customer satisfaction score (Expert panel, 2023). (Measured through post-service surveys.)

Net promoter score (Expert panel). (Measures how likely clients are to recommend the beauty bar.)

Online reviews and ratings.

New client acquisition rate. (How many new clients the business gets.)

Proposed Features:

* Proposed Website Features and Functionality:

On the website there will be a home page, about us page, services we offer to clients, booking of appointments, and a feature to leave a review.

Design Aesthetic:

* Design and User Experience:

The colour scheme of this website is shades of pink. The shades of pink will be on the logo and the background of the website. This is to create a girly and welcoming space for the users and so that they find it easy to navigate the website.

Technical Requirements:

We will be using HTML, CSS, and JS for the website.

Timeline & Milestones:

* February 2024

The doors of Polish & Plait Beauty Bar were open to the public.

* May 2024

Business got registered with CPIC.

Business got legally established.

* November 2024

Business was growing and this meant we needed additional support.

We officially hired our first employee.

Budget:

* Development:

Estimation of R35 000 which is a once-off payment.

* Hosting & Domain (Yearly):

Estimation of R4 000.

* Maintenance & Update (Yearly):

Estimation of R12 000.

* Budget Summary:

Year 1, inclusive of Development + Hosting + Maintenance: R51 000

Year 2 going forward which includes Hosting + Maintenance: R16 000

Sitemap:

References:

Expert Panel (2023). 11 Key Performance Indicators Your Business Should Be Tracking (And Why). [Online]. Available from: <https://www.forbes.com/councils/theyec/2023/06/29/11-key-performance-indicators-your-business-should-be-tracking-and-why/> [Accessed on 14 August 2025].

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