NAME	NKUNA FORTUNE
STUDENT NUMBER	ST10478245
SUBJECT	DESIGN AND DEVELOP A WEBSITE
MODULE CODE	WEDE5020
ASSESMENT TYPE	POE (PAPER)
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ORGANISATION OVERVIEW.

MURTO- WORD OF THE LIVING DEAD.

MURTO is a local clothing brand founded by Sidney Nkuna in the village of Eshawela. With a deep passion for fashion and an entrepreneurial spirit, Sidney dreamed of building a successful clothing business that would not only express his creativity but also uplift his community

MURTO was born in the backyard of a small home in Eshawela , where Sidney Nkuna turned a simple shack into his first workshop.

As MURTO gained recognition in small regions across South Africa. This success enabled Sidney to take the next big step by building his first official store around an urban area. With a physical space to showcase his designs, he was able to serve a larger market and solidify MURTO as a respected and thriving fashion brand.

MISSION AND VISION STATEMENT

Mission: At MURTO, our core mission is to craft clothing which is simple and affordable that is stylish which versatile blends of colors, and we are dedicated to redefining fashion with quality and affordability to meet the demands of our customers and provide service to our customers both locally and internationally.

Vision: We are looking forward on become a globally recognized fashion brand in south Africa that inspires many citizens that putting in hard work pays off if u just believe in the process. To be dominating quality providers within global industrial scene and to eliminate unemployment in the economy of south Africa.

MURTO's Target Audience: The Bold & The Authentic

 MURTO has a diverse enrollment the business industry as it is a local clothing brand, we are familiar with our target audience simply because south Africa is one of the struggling countries in Africa of employment, and economic stability, MURTO consists of affordable clothing for both male and female.

WEBSITE GOALS AND OBJECTIVES.

 Exemplary Local Brand: Our primary goal is to solidify our position as the premier local brand and carry our goals in creating more branches of MURTO which will help in the spreading of the brand across the nation.

 Eco-Friendly Eminence: By 2030, we strive to be on the top well successful business in south Africa by offering newer technologies such as online stores where customers can get their clothes easier by delivery.

THE KEY PERFORMANCE INDICATORS:

The KPI's that help MURTO to maintain high quality production, strong financial growth and a positive social impact is that production efficiency is top notch, by measuring output, cycle time and defect rate.

Supply chain and inventory tracks new raw materials usage, supplier lead time. Quality and customer satisfaction monitors return rates and customer feedback.

WEBISITE ANAYLSIS.

MURTO is one of the trusted clothing companies in south Africa since the economy faces a milestone in unemployment it is difficult for citizens to meet the demands of purchasing

high valued clothes that are stylish in the market but since MURTO came in the game it changed everything in the clothing industry in South Africa.

WEBSITE FEATURES AND FUNCTIONALITY:

- ☐ **Home page**: introduction to MURTO clothing, preview of the navigation bar which allows user to quickly maneuver along all the pages provided.
- ☐ **About us page** offers the company's brief history and mission, vision, goals
- ☐ **contact page** offers the user the chance to enter their details and any enquiries, as well as the company's operating hours and company details.
- ☐ **Gallery page:** provides a variety of products offered at MURTO, which is our image of the company.
- ☐ **ENQUIRY:** Offers users the opportunity to enter their credentials and a quote for any enquiry.

DESIGN AND USER EXPERIENCE

Making our website easy to navigate at MURTO clothing is a priority for us because we want our customers to feel welcome and being able to maneuver around the website without any disturbance. We are going to add a grey colored navigation bar with highlighted buttons to make it easier to navigate to the rest of the pages with a medium font size to be visible, our product's page offers images of variety of clothes available to our store

TECHNICAL REQUIREMENTS

- ➢ HTML
- ➢ JAVASCRIPT
- ➢ CSS

TIMELINE AND MILESTONE.

- ➢ 30 March was the project proposal day.
- ➢ 01 April Research and sourcing
- ➢ 01 April website development
- ➢ 01 April Basic HTML structure
- ➢ 06 April Repository

Budget.

- ▪ According to all the calculations after deductions is estimated around R108 356,00

Referencing.

BIBLIOGRAPHY

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Christine du Toit & Suizie van der Merwe. 2005, The practical guide to ICDL microsoft.