ritiKE UHONE MAMPHWE

WEDE5020

PROPOSAL 1

WEB DEVELOPMENT

ST10472587

**TABLE OF CONTENTS**

|  |  |
| --- | --- |
| CONTENT | PAGES |
| Cover Page | Page 1 |
| Organisation overview | Page 3 |
| Website goals and objectives | Page 3 |
| Current website analysis | Page 3-4 |
| Website features and functionality | Page 4 |
| Design and user experience | Page 4 |
| Technical requirements | Page 4 |
| Timeline and milestone | Page 4 |
| Budget | Page 4 |
| Reference list | Page 5 |

1.Organisation overview

* NAME : Mashesha Flavor Haven
* BRIEF HISTORY OF THE ORGANISATION

Mashesha Flavor Haven has been a restaurant that aims to bring a unique flavour and experience of the local traditional African food. We have been focusing on high-quality freshly prepared dishes that cater to a variety of tastes. Our restaurant is a go to destination for delicious and freshly prepared fast food

* MISSION AND VISION STATEMENT

Mission- Our mission is to bring together people of our community through African dishes made with love and tradition. We aim to create a warm and welcoming space where people enjoy food as every meal is a journey through Africa’s culinary heritage

Vision- We plan to expand our business all over the country and make African food a beloved choice for people from all background while maintaining excellence in everything we do.

* TARGET AUDIENCE

Families- Looking for a relaxed dining experience with African quality food.

Business people- Seeking a comfortable place for lunch or business meeting.

Tourist- Eager to explore delicious African dishes.

2.Website goals and objectives

* GOALS AND OBJECTIVES

Goals- Increase online sales.

-Showcase our traditional dishes

Objectives- Make it easy for customers to place orders

-Showcase events and promotions

* KEY PERFORMANCE INDICATORS

Number of orders made online

Sales made from online orders

Online reviews and rating

3. Current website analysis

* STRENGTH AND WEAKNESSES

Strength- Website is easy to use

-Payments options are available

Weaknesses- Website is glitching

-A lot of ads

* AREAS OF IMPROVEMENT

Checking the console and logs to stop glitching

Reducing ads

4. Website features and functionality

-Online menu

-Free online delivery

-Address and working hours

5. Design and user experience

This website provides a very good experience for visitors.

6. Technical requirements

Custom Development for smooth sailing and full control (HTML/CSS/JavaScript/PHP

7. Timeline and milestones

|  |  |
| --- | --- |
| Milestones | Time |
| Part 1: Project initiation and planning | Week 1-2 |
| Part 2: CSS styling and responsive design | Week 3-4 |
| Part 3: Enhancing functionality and SEO | Week 5-6 |
|  |  |

8. Budget

|  |  |
| --- | --- |
|  | PRICE ESTIMATION |
| Developing | R18000-R45000 |
| Housing | R300-R5000/M |
| Maintenance | R2000-R15000 |

9 Reference list.

• Bplans, 2025. Ethnic food restaurant business plan example. Available at: https://www.bplans.com/ethnic-food-restaurant-business-plan/ [Accessed 14 March 2025].

• Desygner, 2023. How to start an African restaurant business. Available at: https://desygner.com/blog/industry/how-to-start-african-restaurants-business [Accessed 14 March 2025].

<https://foodiemag.co.za/wp-content/uploads/2024/06/FB_IMG_1718692162667.jpg>

<https://img-global.cpcdn.com/recipes/cd3e3293d264ef8e/680x482cq70/cow-leg-recipe-main-photo.jpg>

https://www.foodandhome.co.za/wp-content/uploads/2023/08/Chicken-feet-recipe-Feature-Image-1080x1080.jpg

• HubSpot, 2025. Website design proposal: 8 items to include [+Template]. Available at: https://blog.hubspot.com/website/website-design-proposal-example [Accessed 14 March 2025].

• The Business Plan Shop, 2023. How to write a business plan for an African restaurant. Available at: https://www.thebusinessplanshop.com/en/business-plan/guides/how-to-write-an-african-restaurant-business-plan [Accessed 14 March 2025].

• Webflow, 2025. How to write a website proposal: Steps, tips, and 3 free templates. Available at: https://webflow.com/blog/website-proposal [Accessed 14 March 2025].