Website Proposal – Part One

**1. Introduction**

This proposal outlines the planned websites for two selected small-to-medium-sized enterprises (SMEs). The objective is to define the business needs, target audience, and proposed website features before proceeding with the development stage.

**2. Company Profiles**

**Company 1**

Name: [Daddy Love Traditional Food]

Type of business: [Local Food Store]

Current online presence: [None]

Reason for needing a website:  
- Reach new customers  
- Provide business information like hours, location, contact details  
- Display Menu & Services  
- Enable online orders and/or delivery

**Company 2**

Name: [Harbour Grill & Dine]

Type of business: [Family-owned medium-sized seafood and grill restaurant]

Current online presence: [Social media page]

Reason for needing a website:

* Display their full menu with prices and photos
* Allow customers to make online reservation
* Promote special events and seasonal menus
* Share customer reviews and awards
* Offer gift cards and catering booking forms

**3. Objectives of the Websites**

For both companies, the websites aims to:  
- Provide accessible information about the businesses and their services  
- Improve visibility through search engines  
- Allow easy customer contact

- Easy access to menu display  
- Include modern, responsive design for all devices

**4. Target Audience**

The target audience will include the primary customer demographic for each business, defined by age, location, and interests. The websites will be tailored to appeal to these groups.

**5. Website Features**

|  |  |  |
| --- | --- | --- |
| Feature | Company 1 | Company 2 |
| Responsive design | Yes | Yes |
| Homepage with welcome message | Yes | Yes |
| About us page | Yes | Yes |
| Products/services page | Yes | Yes |
| Contact form | Yes | Yes |
| Photo gallery/portfolio | Optional | Yes |
| Online store | No | No |
| Social media integration | Yes | Yes |

**6. Technical Requirements**

- HTML5, CSS  
- Hosting and domain recommendations

**7. Timeline**

- Week 1: Finalize proposal and site structure  
- Week 2–3: Design wireframes and create mockups  
- Week 4–5: Develop website pages  
- Week 6: Testing and final submission

**8. Conclusion**

The proposed websites will provide valuable online presence for both companies, helping them attract new customers, build their brands, and improve communication. This proposal is submitted for approval before the development phase begins.