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| Web Development 5020  WEDE5020 POE PART 1 (PROPSAL) | Name: Kanya kapo    student number: st10490015  lecTure: Miss A. PHEWA  MODULE CODE: WEDE5020 |

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## Name: Pick n Pay Retail

## 1. History

* Pick n Pay was founded in 1967 in Cape Town, South Africa, by Raymond Ackerman. It began as a small family-run supermarket and grew into one of Africa’s largest retail chains. Today, Pick n Pay operates hundreds of stores across Southern Africa, offering groceries, clothing, and general merchandise to millions of customers.

Mission and Vision

* Mission: To serve customers by providing quality products at affordable prices, while supporting local communities and promoting sustainable retail practices.
* Vision: To be the most trusted retailer in Africa, known for value, service, and innovation. The target audience includes households, small businesses, and bulk buyers across diverse income groups.

## 2. Website Goals & KPIs

Goals:

* Increase online sales and click-and-collect orders.
* Promote special offers and loyalty programs (Smart Shopper).
* Share recipes, cooking tips, and community initiatives.
* Strengthen brand loyalty and customer engagement.

KPIs:

* Monthly unique visitor count.
* Online order conversion rate.
* Loyalty program sign-ups via the site.
* Average basket value online.

## 3. Current Website Analysis

* The current Pick n Pay website is functional with e-commerce, specials, and loyalty features, but can improve on:
* Faster page loading times.
* More personalized product recommendations.
* Better mobile optimization for rural and low-data users (Pick n Pay, 2025).

## 4. Proposed Features

* Homepage:  
   Featured specials, Smart Shopper highlights, quick links to departments, and a store locator.
* About:  
   Company history, leadership, values, and sustainability programs.
* Services:  
   Online shopping, delivery options, click-and-collect, catering services.
* Enquiry:  
   Customer support, store feedback form, franchise opportunities.
* Contact:  
   Email form, store locator map, customer care number, social media links (Pick n Pay, 2025).

## 5. Design Aesthetic

* Colour Scheme: Red, white, and blue (brand colors).
* Typography: Clean, modern sans-serif font for clarity and readability.
* Layout: Grid-based product listings, prominent calls-to-action, and visual banners for promotions.
* Wireframes: Homepage with carousel banners, category tiles, and quick search; mobile-first responsive design (Pick n Pay, 2025).

## 6. Technical Requirements

* Hosting: High-availability cloud hosting.
* Domain: picknpay.co.za (already owned).
* Tech Stack: HTML

## 7. Timeline with Milestones

- Week, Milestone

* Proposal approval and content gathering
* Wireframes and sitemap creation
* Homepage design and HTML structure
* Build remaining pages and integrate e-commerce backend
* Testing, security checks, and revisions
* Final deployment and staff training

## 8.Budget

* Domain: R150/year
* Hosting: R2,500/year (high availability)
* Design tools: R1,000/year (Adobe CC or equivalent)
* Development & testing: R15,000 (once-off)
* Total: R18,650

## 9. Sitemap:

## 10. References List

* Pick n Pay. (2025) Pick n Pay | Welcome. Available at: <https://www.pnp.co.za/> [ Accessed on: 26 August 2025]