

WEDE5020 LU0 W2 G1 - POE Brief

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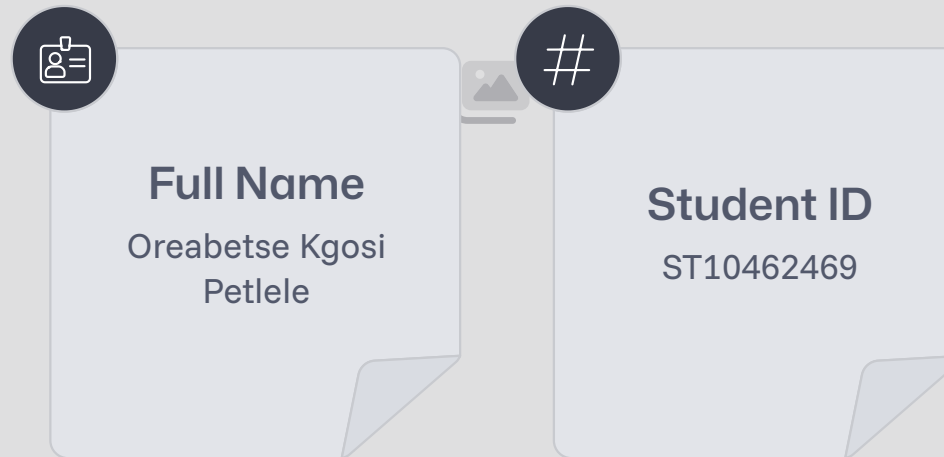


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IIE Harvard Style citations for all sources used in this proposal

1. The Solidarity Foundation

1.1 Organizational Overview

The Solidarity Foundation is a non-profit organization founded in 2019 by a coalition of grassroots organizers, economists, educators, and social entrepreneurs. The initiative mission is to address systemic inequality, unemployment, and a lack of community-driven solutions in South Africa. The foundation operates across five provinces, supporting over 3,000 individuals annually.

Core Focus Areas:



Economic Empowerment

Training programs aligned with local business needs.



Community Development

Grassroots engagement and tailored initiatives.



Enterprise Support

Micro-grants and mentorship programs for startups.



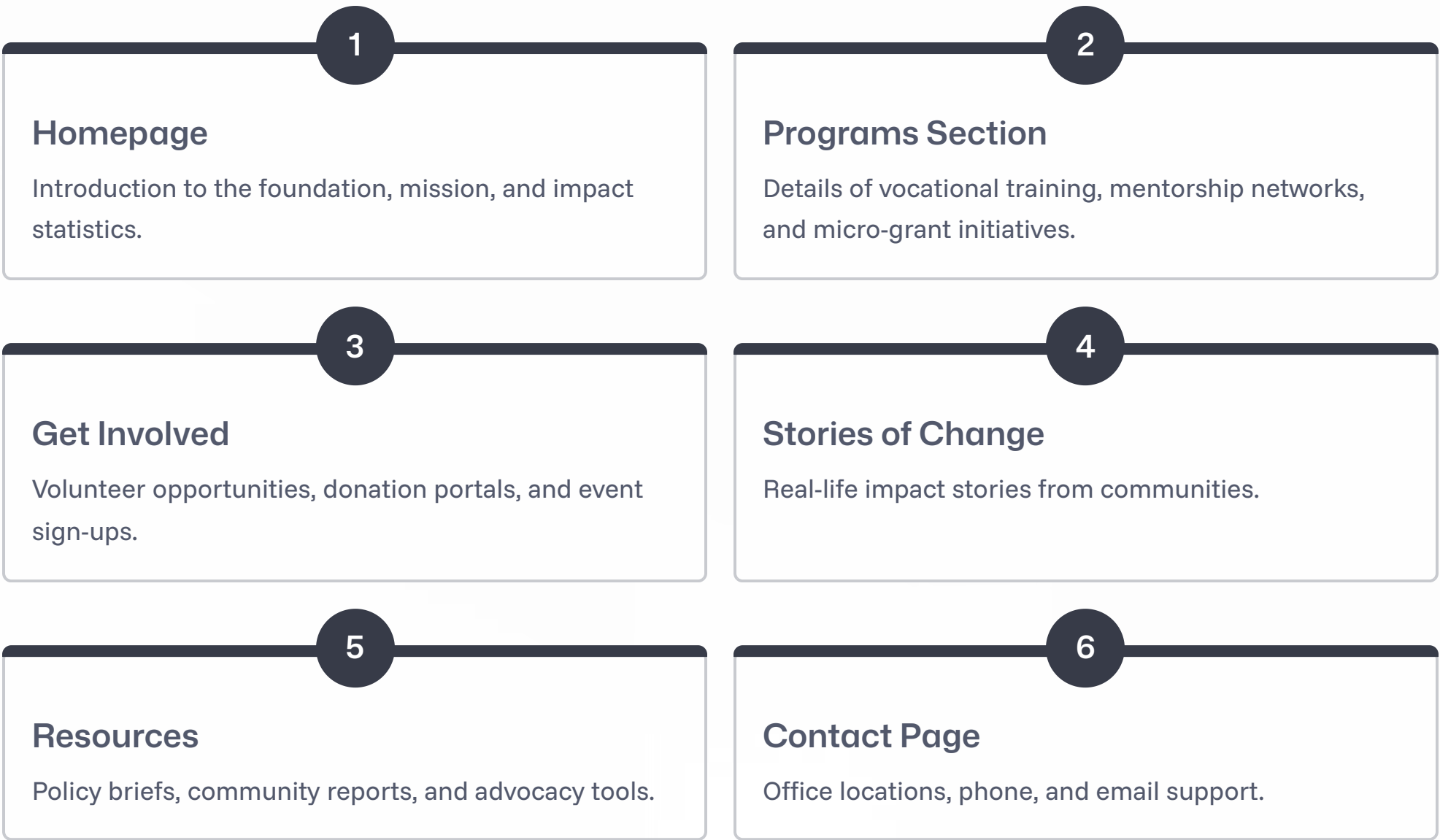
1.2 Website Goals and Objectives

- Increase awareness of the foundation's initiatives.
- Provide clear access to program details and success stories.
- Create a digital hub for donations, volunteering, and community partnerships.
- Strengthen advocacy by sharing research, policy recommendations, and collaborations.

1.3 Current Website Analysis

Currently, the foundation has a limited online presence through social media. There is no central, structured platform that consolidates their mission, programs, and impact. This creates barriers for external stakeholders who wish to learn more or contribute.

1.4 Proposed Website Features and Functionality



1.5 Design and User Experience

The website design will be professional, with warm tones symbolizing trust and community. Navigation will be straightforward, with mobile-first optimization to ensure accessibility in low-resource areas.

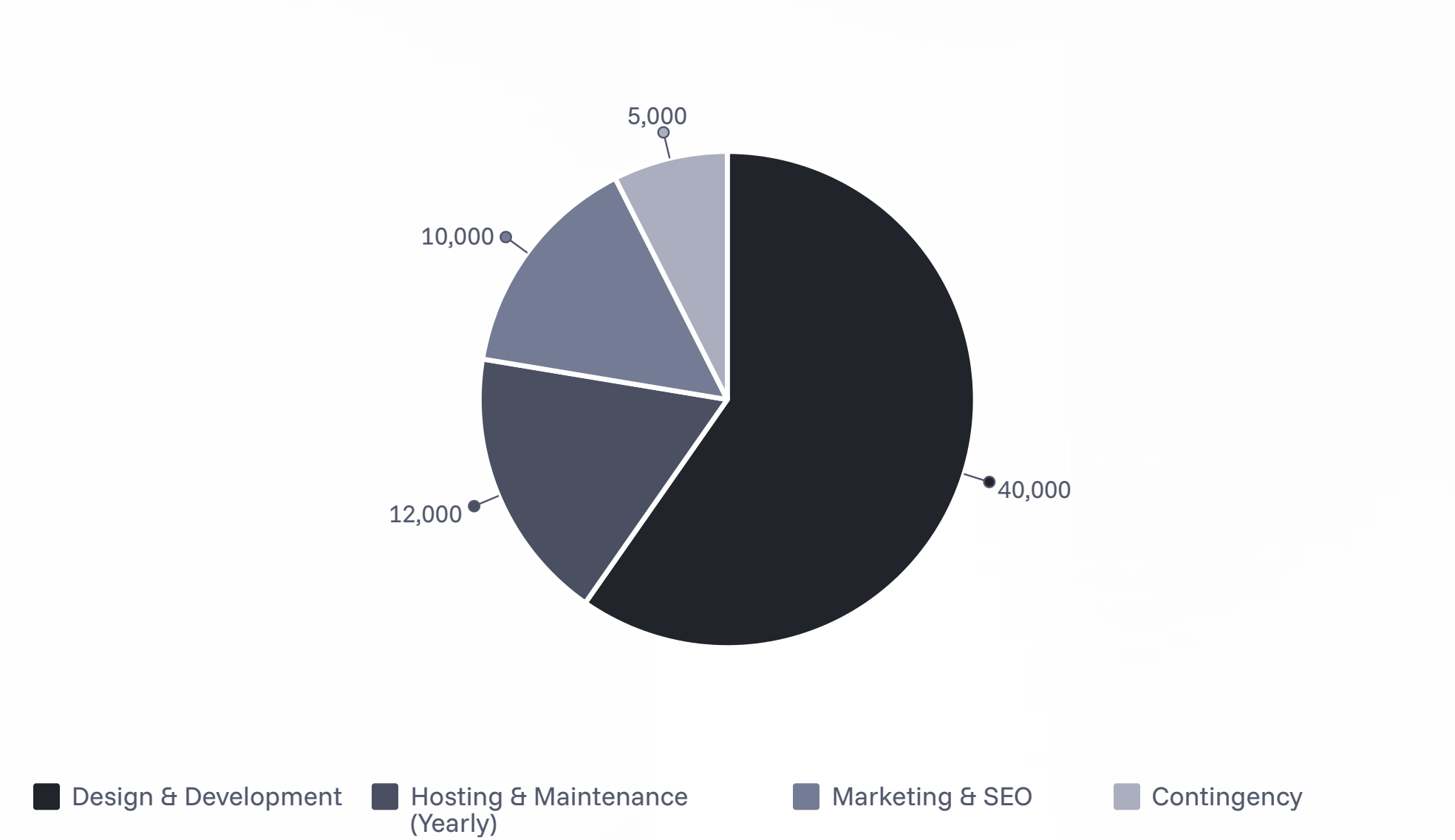
1.6 Technical Requirements

- CMS: WordPress or Drupal for scalability.
- Hosting with 99% uptime.
- SSL certification for secure donations.
- Database integration for tracking donor and volunteer engagement.

1.7 Timeline and Milestones



1.8 Budget Estimate



Total: R67,000

2. Stiffler's Apparel

2.1 Organizational Overview

Stiffler's Apparel is a fashion brand founded in 2021 in Kagiso, Johannesburg. The brand thrives on unpredictability, merging streetwear with formal wear. It represents a cultural movement that has recently expanded into its first physical retail store in Johannesburg.

Core Focus Areas:



Fashion Innovation

Boundary-pushing designs from casual to corporate.



Cultural Expression

Apparel as storytelling for township identity.



Economic Growth

Job creation and empowerment within the community.



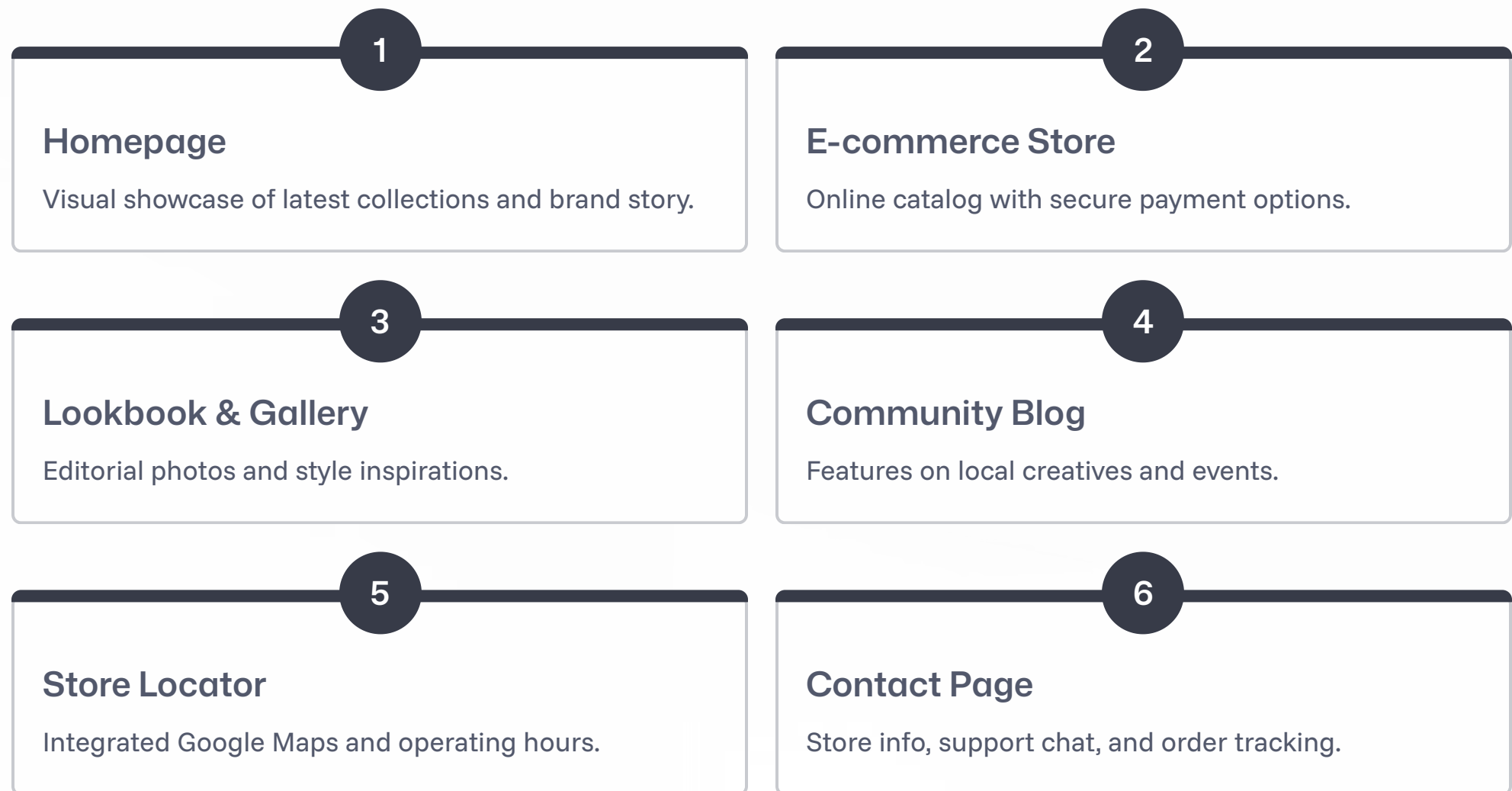
2.2 Website Goals and Objectives

- Establish a digital presence that mirrors the brand's unique identity.
- Drive online and in-store sales through integrated e-commerce.
- Showcase collections, collaborations, and cultural narratives.
- Build a loyal community through storytelling and interactive experiences.

2.3 Current Website Analysis

Currently, sales rely on physical stores, social media, and pop-ups. There is no centralized e-commerce platform, which limits growth potential and reach beyond local customers.

2.4 Proposed Website Features and Functionality



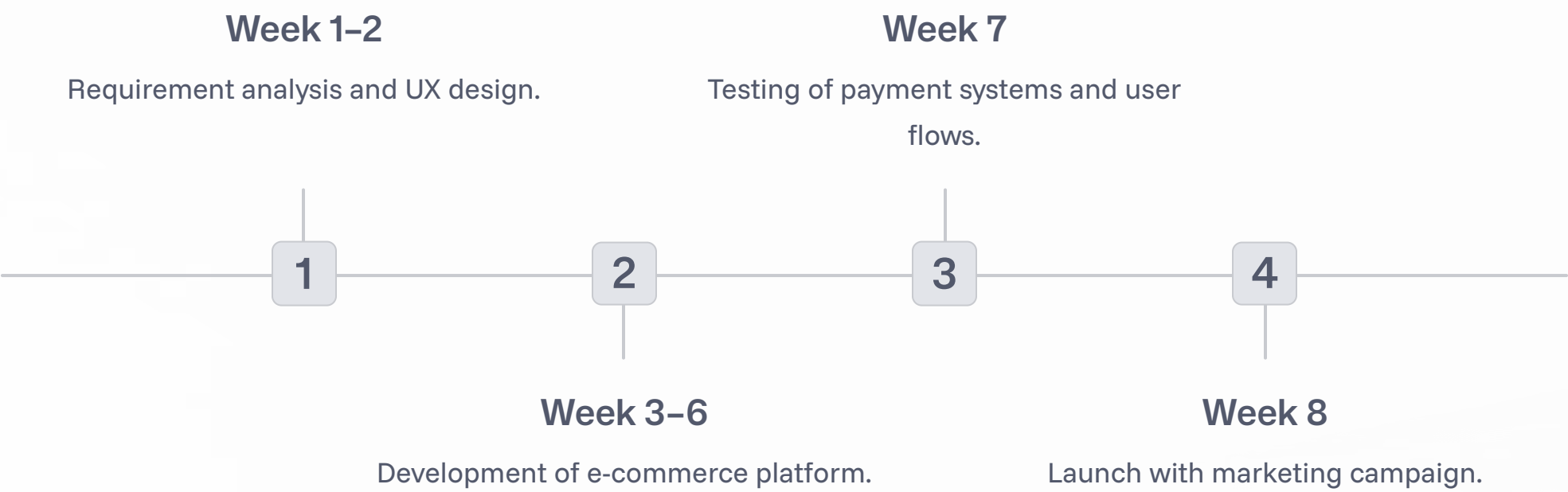
2.5 Design and User Experience

The design will be bold, urban, and contemporary, reflecting the brand's rebellious yet refined style. Mobile optimization is critical, as the target market predominantly accesses content via smartphones.

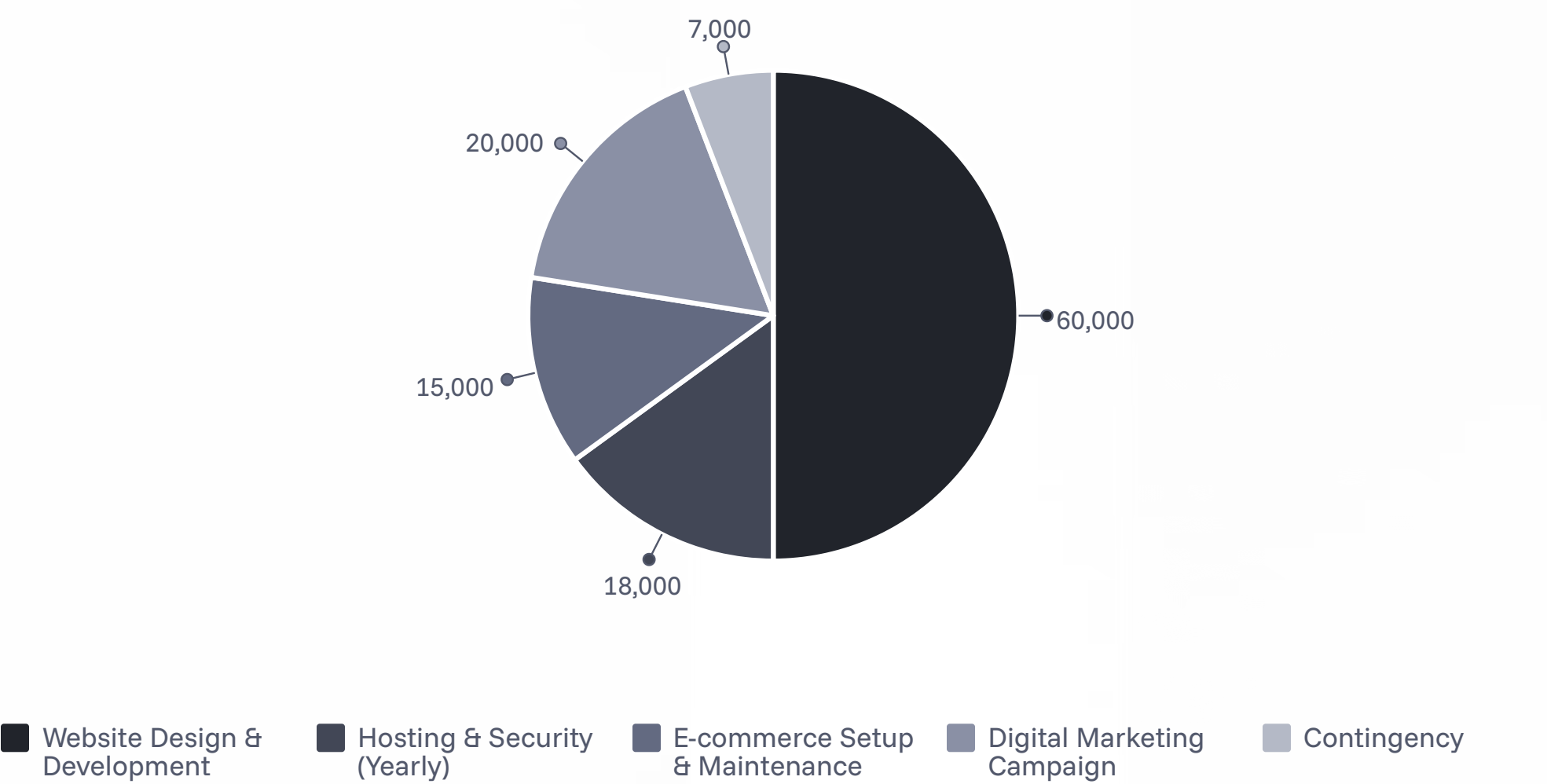
2.6 Technical Requirements

- Platform: Shopify or WooCommerce for scalability.
- Hosting with CDN for global reach.
- Payment Gateway Integration: PayFast or PayPal.
- Analytics setup for sales tracking and customer behavior.

2.7 Timeline and Milestones



2.8 Budget Estimate



Total: R120,000

2.1.1 Brand Philosophy and Vision

Stiffler's Apparel is more than just a clothing brand; it's a movement born from the vibrant streets of Kagiso, Johannesburg, challenging traditional fashion norms. Our philosophy centers on the belief that clothing is a powerful form of self-expression, a canvas for individual identity, and a statement against the conventional. We champion the unpredictable, blending the raw energy of streetwear with the refined silhouettes of formal wear to create pieces that are both daring and sophisticated.

Our vision extends beyond seasonal trends. We are deeply rooted in celebrating and amplifying township identity, weaving cultural narratives into every design. This commitment fosters a strong community connection, creating job opportunities and empowering local talent within our manufacturing and design processes. Each collection reflects our dedication to versatility, offering garments that transition seamlessly from day-to-night, from casual gatherings to formal events, without compromising on authenticity or comfort.

Ultimately, Stiffler's Apparel is about providing a platform for authentic self-expression. We encourage our wearers to embrace their unique style, to be bold, and to defy expectations. Our brand is for those who dare to be different, who value quality, and who connect with a story that resonates with resilience, creativity, and community spirit.



3. References (IIE Harvard Style)

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