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Module : Introduction to Web Development

Task : Ice Task 1

**A logo with text and a spiral design

AI-generated content may be incorrect.**

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# Business Background

Established: April 2024

Location: 4532 Ext 8 Far East Bank, Alexandra. Johannesburg.

Type of Business: Manufacturing & Retail

Product/Services: Liquid Soaps, e.g, Dishwashing Liquid.

# Marketing Related Thinking Behind Website

Audience: Households & Businesses

## Unique Selling Proposition:

1. Locally Sourced Ingredients – We use South African-sourced ingredients like aloe vera, caustic soda and pine oil to create a proudly South African product.

2. Affordable & Student Friendly – A high-quality yet budget-friendly option for students and young professionals.

# Brand Identity & Messaging

Handcrafted with South African ingredients to bring you the best in natural cleaning ingredients

A high-quality, affordable liquid soap made for students, businesses and families.

Our soap is handcrafted with care, making it more premium and special than mass-produced alternatives in terms of quality control.

# Motivation for Developing the Website

Building a Digital Identity: Establishing an online presence to showcase the brand’s unique values and commitment to quality.

Streamlining Customer Experience: Allowing customers to easily browse and purchase products in one place.

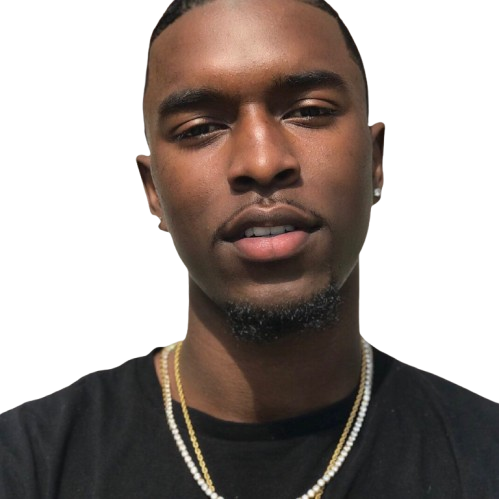
Educating Consumers: Providing insights on the benefits of natural and locally sourced ingredients in liquid soap.

# Objectives of Having a website

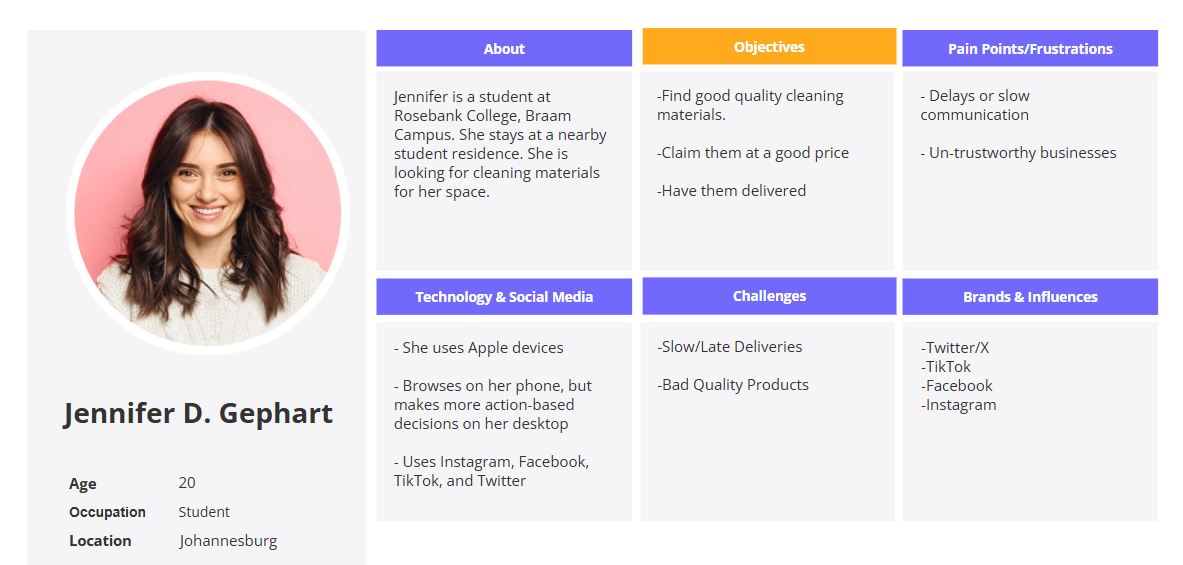
Direct to Customer Sales: Eliminating the need for middlemen by offering products directly to customers.

Business Growth and Scalability: Positioning the brand for future expansion by reaching a wider market beyond local sales.

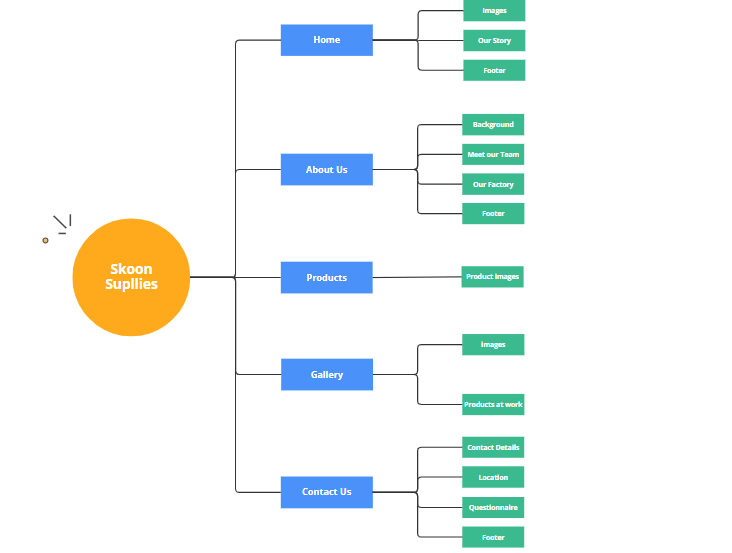
# List of Resources



# User Persona

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# Sitemap



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