

Name: Alberto's Pastries

• **Provide a brief history of the organisation.**

Magri Alberto is a 32-year-old pastry chef, who has recently opened a pastry shop and is trying to make the process of buying pastries quicker and easier, so he needs a website to help customers order online and can chose to have them delivered.

• **Mission and vision statements.**

The website is going to include the menu with pictures of the pastries, their descriptions and their prices, physical address, phone number, email, and a contact for inquiries, the logo for it, an option for online ordering with clear instructions, payment options, and delivery details.

• **Target audience.**

People from all parts of the world who enter pastries.

**2. Website Goals and Objectives:**

• Increase sales, improve customer service, create brand identity, establish online presence and connect with the community (Shen, 2024).

**KPIs**

• Revenue Growth Rate: This criterion helps you measure your business expansion strategy, ensuring that marketing efforts and seasonal promotions are effective (Business plans, 2025).

• Profit Margin: A consistent profit margin shows strong control over expenses and effective pricing strategies (Business plans, 2025).

• Average Transaction Value: An increase of 5-10% in this criterion shows that selling quality products is resonating with your customers (Business plans, 2025).

• Cost of Goods Sold: According to Business plans (2025), This means your focus on local, organic ingredients is translating into operational efficiency and healthier margins.

• Order accuracy rate: In the competitive bakery performance metrics arena, maintaining an accuracy rate of around 98% minimizes customer complaints and rework costs.

• Inventory turnover rate: "With benchmarks indicating that an optimal turnover rate for boutique bakeries should be in the range of 4 to 6 times per month, maintaining these levels helps reduce waste and ensures freshness. Accurate inventory management for cafes not only keeps the supply chain smooth but also contributes to cost control and revenue growth for bakeries.", (Business plans, 2025).

**3. Current Website Analysis (if applicable):**

**4. Proposed Website Features and Functionality:**

• Easy-to-navigate menu with descriptions and pricing (Enderon.co.nz, 2024)

• About us (Enderon.co.nz, 2024)

- Customer reviews (Enderon.co.nz, 2024)
- Contact information: address, phone number, email address (Enderon.co.nz, 2024)
- Blog section: baking tips, recipes, and stories related to the pastry shop (Enderon.co.nz, 2024)

## **5. Design and User Experience:**

- Discuss the overall design aesthetic and branding, highlighting the following:
- Colour Scheme: pastel colours
- Typography: Arial, sans-serif
- Layout and Design: Choosing the Right Colour Scheme, Incorporating High-Quality Images, Utilising Web Design Trends (Enderon.co.nz, 2024)
- Setting Up an Online Store, ensuring a Secure Checkout Process, Offering Delivery or Pick-Up Options (Enderon.co.nz, 2024)
- Develop low-fidelity wireframes to visualise the website's layout and information hierarchy.

## **6. Technical Requirements: · Identify hosting and domain name requirements and programming languages and frameworks (e.g., HTML, CSS, JavaScript).**

## **7. Timeline and Milestones:**

- Create a realistic project timeline with key milestones that follow the timeline during the subject's submission dates.

## **8. Budget:**

- Estimate the budget for development, hosting, and maintenance (while this is a series of assignments, the budget should reflect realistic amounts based on your research).
- Since it's a small business, it would be an estimated R5000-R15000.
- a domain could be about R80-R250 p/a, depending on the
- Maintenance would be about R500-R100 p/m
- Ongoing SEO setup would be R500-R2000 p/m

## **9. References:**

Business plans, 2025. What Are the 5 Key Metrics for a Successful Bakery Cafe in 2025? 24 July 2025. Available at: [https://businessplan-templates.com/blogs/metrics/bakery-cafe?srsId=AfmBOopo7cXVaY9xLUE9pH06XtPDEsplpTP\\_iMJB0iPXi2Uy\\_2zOP7l3](https://businessplan-templates.com/blogs/metrics/bakery-cafe?srsId=AfmBOopo7cXVaY9xLUE9pH06XtPDEsplpTP_iMJB0iPXi2Uy_2zOP7l3) [20 August 2025].

Enderon.co.nz, 2024. 10 Important Website Concepts for your Bakery Website, 03 December 2024. Available at: <https://www.websites.enderon.co.nz/articles/10-important-website-concepts-for-your-bakery-website> [21 August 2025].

Shen, R. 2024. 13 SMART Goals Examples for a Bakery Business, 05 June 2024. Available at: <https://successindepth.com/smart-goals-for-bakery-business/> [Accessed 20 August 2025].