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## **Proposal 1: Fastway Couriers South Africa**

### **1. Organization Overview**

* **Name:** Fastway Couriers South Africa
* **History:** First established as a low-cost courier service in Napier, New Zealand, in 1983, Fastway has since grown through a franchise model to enter markets in Australia, New Zealand, Ireland, and South Africa.
* **Mission:** To offer companies of all sizes in South Africa an affordable, dependable, and transparent courier delivery service.
* **Vision:** To establish themselves as small and medium-sized businesses preferred last-mile delivery partner in the retail and e-commerce industries, with a focus on technological scalability, accessibility, and transparency.
* **Target Audience:** Small-to-medium businesses (SMEs) requiring parcel delivery and logistics support. E-commerce retailers and corporates needing affordable last-mile solutions. End consumers tracking parcel deliveries (Our evolution, 2024).

### **2. Website Goals and Objectives**

* Streamline online parcel tracking and dispatch management.
* Simplify quotes and booking processes for SME and corporate customers.
* Present regional franchise hub locator and support portal.
* Showcase reliability, transparency, and technology features.
* **KPIs:**
  + Increase online booking uptake by 30% within six months post-launch.
  + Reduce customer service inquiries regarding tracking status by 25% through self-service.
  + Improve session duration and engagement on services and portal pages by 40% (Focusontransport, 2025).

### **3. Current Website Analysis**

* **Strengths:** Existing website provides basic service and tracking but may have limitations in usability and customer portal depth.
* **Weaknesses:** Tracking functionality could be improved with bulk tracking, API integration, and better mobile responsiveness (Focusontransport, 2025).

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

* Homepage: Clear segmentation for business customers, e-commerce portals, and end-consumers. Emphasize quote request, track a parcel, and franchise area location as CTAs.
* Customer Portal: For business users to request quotes, schedule pickups, view historical deliveries, and download proof of delivery/signatures.
* Parcel Tracking Tool: Support bulk input of tracking numbers and real-time scan updates. API integration option for e-commerce businesses to embed tracking into their system.
* Franchise Hub Locator: Interactive map showing regional depots and local courier franchisee contact details (Focusontransport, 2025).

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

* **Color Scheme:** Utilize the corporate branding colors (likely blue/white or professional palette) but incorporate vibrant accents to highlight interactive CTAs.
* **Typography:** Aptos bold or semi-bold, modern sans-serif for readability.
* **Layout:** Responsive, mobile-first design, with clear CTA buttons. Clear navigation hierarchy, with top-level menu items: Home, Services, About Us, Enquiry and Contact.
* **UX Considerations:** Different portals or dashboard experience for business user's vs end consumers. Minimize clicks to complete quote request or track a parcel. Ensure accessibility and fast load times.
* **Wireframes:** Homepage layout (CTAs, quick search/tracking input). Dashboard example for business customer portal. Tracking status page with scan history timeline and map display (Focusontransport, 2025).

### **6. Technical Requirements**

* Hosting: Cloud-based (AWS).
* Domain: https://www.fastway.co.za/
* Languages: HTML, CSS, JavaScript.
* Integration Points: Connect to scan/tracking back-end for real-time updates. Possibly integrate with third-party eWallet or label printing services. Email notification or SMS triggers for parcel status updates and supporting proof-of-delivery distribution.

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

* Week 1–2: Requirements gathering, stakeholder interviews (including franchise representatives), and wireframe design.
* Week 3–4: Front-end development of core pages (homepage, tracking, about, services).
* Week 5–6: Develop customer portal back-end, database schema, and user authentication.
* Week 7-8: Integration of tracking API, quote request functionality, and label printing / dispatch interface.
* Week 9: Testing (functional, usability, responsiveness, security).
* Week 10: User acceptance testing with selected franchisees and pilot business customers.
* Week 11: Final fixes and optimization based on feedback.
* Week 12: Go live and monitoring; prepare training documentation for internal users and franchisee support.

### **8. Budget**

* Development: R200,000 – includes design, front-end and back-end implementation, security and API integration.
* Hosting & Domain: R18,000 annually (cloud hosting, domain, SSL certificates).
* Maintenance: R8,000 monthly (updates, support, minor enhancements).
* Training & Documentation: R15,000 (user manuals, training sessions for internal staff and franchisees).

## **Proposal 2:** Bathu Group

### **1. Organisation Overview**

* **Name:** Bathu Sneakers
* **History:** Founded in2015 in Alexandra township, Johannesburg, the company grew from humble origins into a nationwide physical retail and digital presence, employing over 300 youth and operating multiple stores.
* **Mission:** Inspired by their tagline “Walk your Journey”, Bathu aims to reignite hope, create sustainable employment, and celebrate identity, perseverance and personal growth.
* **Vision:** To be atruly African sneaker brand that resonates locally and continentally, with aspirations for Pan-Africa expansion and digital growth.
* **Target Audience:** Urban youth and adults seeking culturally resonant and stylish footwear. Fashion-conscious consumers who value authenticity, identity, and African heritage in design. Online and in-store retail customers across South Africa and potentially across Africa as expansion continues (Our Journey, 2025).

### **2. Website Goals and Objectives**

* Strengthen the e-commerce experience (faster checkout, mobile optimization, clear product categorization).
* Emphasize storytelling showcase Bathu’s journey, culture, and social impact.
* Drive Pan-African growth with multi-currency and cross-border delivery options.
* Build stronger customer engagement through loyalty rewards and newsletter signups.
* **KPIs:**
  + Increase online sales by 35% within 6 months.
  + Grow newsletter subscribers to 50,000 in one year.
  + Achieve 20% repeat purchases via loyalty programs.
  + Reduce cart abandonment rate by 15% (Mashamaite, 2024).

### **3. Current Website Analysis**

* **Strengths:** Clean and modern design aligned with brand identity.
* Offers e-commerce capabilities (online purchases possible).
* Strong brand story pages (“Our New Journey”, “Walk Your Journey”).
* **Weaknesses:** No current website, customers rely on WhatsApp orders.

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

* Homepage with rotating product gallery.
* Menu page with prices and “Add to Cart” option.
* Online order and payment integration.
* Newsletter signup for promotions.

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

* **Colour Scheme:** Black, white, and Bathu’s iconic.
* **Typography:** Aptos for headings, Comic Neue for accents, sans-serif for text.
* **Layout:** Visual storytelling with full-width banners. Grid-based product display with hover effects. Mobile-first, fast-loading PWA design.
* **User Experience:** Easy ordering flow, visually appealing product displays (BATHU: With You Every Step of the Way, 2024).

### **6. Technical Requirements**

* Hosting: Local hosting provider or Shopify.
* Domain: Existing bathu.co.za domain with possible
* Languages: HTML, CSS, JavaScript; optional Shopify CMS.

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

* Week 1–2: Wireframes, design mockups, and stakeholder approvals.
* Week 3–4: Front-end build (homepage, product pages, brand story).
* Week 5-6: Back-end integration (payments, loyalty, order tracking).
* Week 7-8: Store locator and blog/community integration.
* Week 9: Testing (usability, payments, security).
* Week 10: Beta launch for selected customers.
* Week 11–12: Final optimizations and public launch.

### **8. Budget**

* Development & Design: R250,000 – R300,000.
* Hosting & Cloud Services: R20,000 annually.
* Maintenance & Updates: R10,000 monthly
* Marketing (Launch Campaign): R50,000

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