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| **STUDENT NUMBER** | **10476446** |
| **NAME** | **MODIPI BOITUMELO** |
| **MODULE CODE** | **WEDE5020** |
| **ASSESMENT TYPE** | **POE (PART 1)** |
|  | **WEBSITE PROJECT PROPOSAL** |

**WEBSITE PROJECT PROPOSAL FOR M&M BEAUTY BOUTIQUE**

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**1 ORGANISATION OVERVIEW**

**ORGANISATION HISTORY**

After a humble beginning***, M&M beauty boutique*** founded by Boitumelo Modipi has been trailblazing in the beauty and cosmetics industry for the last decade***. M&M beauty boutique*** has been providing quality cosmetics products and wigs to people all over the country; setting the standard for good cosmetic care ***. M&M beauty boutique*** has been known to deliver the best products to its people and has won multiple awards after being nominated as one of the best product providers in the beauty industry. Over the decade we’ve introduced new products like scalp wigs that benefit people with alopecia, cancer and launched albinism friendly skin care. We have devoted ourselves to providing products that are also eco-friendly with packaging that can be recycled.

**MISSION**

* Offer competitive and affordable goods and services to our customers both locally and nationally. We are here to fulfil our customers’ needs though provision of quality goods and services through innovation and by obtaining customer feedback as a continuous improvement mechanism .

**VISION**

* to be the dominating and quality service provider in the beauty and cosmetics industry.

**TARGET AUDIENCE**

* Beauty enthusiasts
* Make-up artists
* Health-conscious individuals
* Wholesale stores
* Pharmacies

**2 WEBSITE GOALS**

**GOALS**

The purpose of this website is to help M&M beauty boutique expand, so people nationwide can make space for customer reviews and feedback so that we can improve the quality of our products and customer services overall.

**KEY PERFOMANCE INDICATORS**

* Sales growth :keep up with how fats sales are growing ,it will help u identify opportunities
* Average customer expenditure: keep an eye on how much your customers spend on average. You will spot opportunities to cross sell .
* Inventory turnover : sell through your inventory quickly enough aim for 4 to 6 turns per year .
* Measure the number of people visiting your store aim for 800+ visitors monthly .

**3 N/A**

**4 WEBSITE FUNCTIONALITY**

**The website will have a:**

* **HOME PAGE:** it will be the primary entry point to **M&M BEAUTY BOUTIQUES** website. The home page will have a nav bar to help users be able to navigate through the **M&M BEAUTY BOUTIQUE** website. Similar to all other pages its going to have a header and a footer with a search bar.
* **ABOUT US PAGE:** It will have a brief history about **M&M BEAUTY BOUTIQUE**, along with the mission and vision statement.
* **CONTACT US:** Is going to contain the phone number, email, WhatsApp number, social media handles and links to platforms that can be used to reach out and communicate with **M&M BEAUTY BOUTIQUE.**
* **PRODUCT PAGE:** It will show images of available products.
* **ENQUIRY PAGE**: It will allow people to ask and or submit questions.

**5. DESIGN AESTHETIC**

To design the page we are going to use a monochromatic color scheme, quality pictures to display available products and a navigation bar for easy navigation through other pages .

* HEADER : navigation bar and search bar
* FOOTER: contact numbers and social media handles and links

**6 . TECHNICAL REQUIREMENTS**

* HTML
* CSS
* JAVASCRIPT

**7. PROJECT TIMELINE AND KEY MILESTONES**

**PHASE 1 [READ AND REASEARCH AND COMPILE INFORMATION]**

* 27 march [read the POE document]
* 27 march [researched]
* 27 march [compiled photos for the website ]

**PHASE 2 [TYPE PROJECT PROPOSAL]**

* 29 march [typed the project proposal ]

**PHASE 3[PROOF READ AND EDIT ]**

* 30 march [re-read and edit]

**PHASE 4[CREATE WEBSITE AND REPOSITORY**

* 05 april [ Created the website with only HTML]
* 6 april [created repository]

**8.BUDGET**

DEVELOPMENT

* R 150 000

HOSTING

* R500

MAINTANANCE

* R770
* TOTAL : R 150 000 + R 500 + R770

= R151 270

**9.Reference**

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