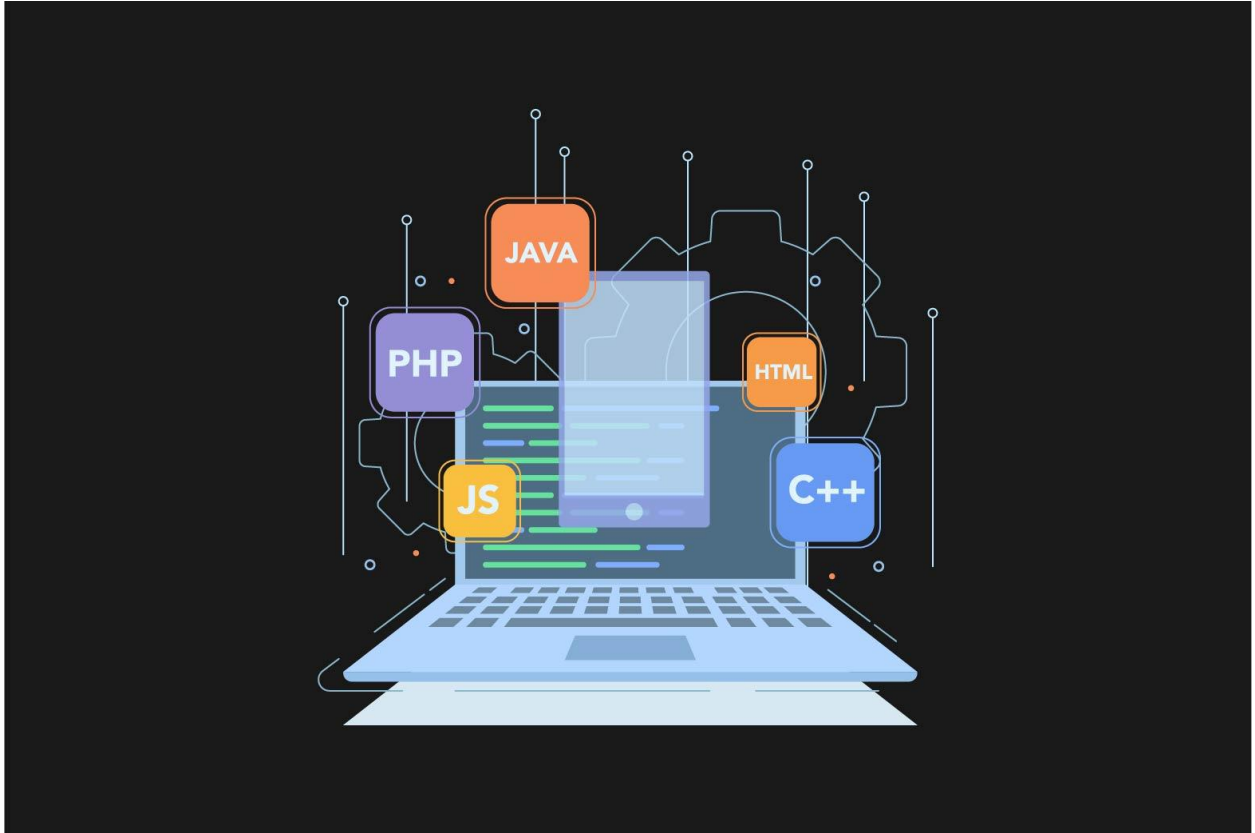# Web Development

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Proposal 2: Small Business-Mink Lounge

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Mink Lounge

Background

Mink Lounge Is a well-known entertainment venue located in Soweto (Diep Kloof). The lounge combines good food, drinks and a lively atmosphere, bringing both locals and visitors from nearby areas. Mink usually hosts live music events, DJ sets, and private parties, which makes it a popular hangout spot in Soweto. Mink Lounge currently uses social media, which makes it difficult to get new customers and manage bookings. A webpage that will expand its visibility and help with customer engagement.

Target Audience

- Young people and adults in Soweto, who want a fun venue for private parties or gatherings.
- People organizing events who need a nice place for private parties or gatherings.
- Tourists exploring Soweto's entertainment and cultural scene.
- Fans of live DJ performances and music lovers.

Website Goals

- Promote Services: Highlight what the lounge offers, including food, drinks and venue rentals.
- Attract Customers: Give information on weekly events and special happenings at the lounge.
- Streamline Bookings: let the customers book tables, VIP areas or available event spaces.
- Build Brand Identity: Show that Mink Lounge is one of the best places for nightlife and entertainment in Soweto.

Website Features & Content

- Homepage: Attractive images showing the lounge drinks and upcoming events.
- About Us: A short description of Mink Lounge's story, goals and what makes it unique.
- Events Page: Calendar of upcoming events, Artist and DJ Performances and special promotions.
- Online Booking System: Allow customers to book tables, buy tickets for special events or reserve VIP areas.
- Gallery: High-Quality Photos and Videos showcasing past events and services.

- Contact Page: Business address, map location, WhatsApp booking link and social media links.

Design & Technical Considerations

- Morden & Colorful design colors (light blue, yellow, white) colors that matches the city life.
- Responsive layout for mobile users, ensuring smooth browsing and bookings.
- SEO optimization using terms like "Soweto's Best" "Music | Lifestyle | Fashion".
- Features like countdown timers for events, booking confirmations and customer reviews.