Web Development

(WEDE5020w)

Business Proposal

Mitchell Qhobela

ST10478144

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Overview- History of the Business

CATHEL Photography was established in November 2020. The business began as a portrait/street and events photography business. Over the years CATHEL Photography began to expand its niche and venture into food / product photography. The business aspires to become one of the award-winning photography businesses. CATHEL Photography's mission is to create art using only a camera and an object. The target market of this business is the product, food and family, model and events industry.

Website Objectives and Goals

1. Increase website engagement (Low, 2025)
2. Increase social media platform following, likes and shares (Low, 2025)
3. Evolve the quality of information and content (Low, 2025)

Key Performance Indicators for Cathel Photography

- Strategic KPI

  According to Adobe for Business (2025), this is a type of KPI focuses on the long-term strategies over short-term strategies. This helps because, photography needs longevity. It is a career that needs good cliental relationship to sustain profit and make it in the business.

- Operational KPI

  This type of KPI focuses on the performance of the business on a month-to-month or day-to-day business processing operations in real-time (Adobe for Business 2025). Photography can tend to depend on a day-to-day profit, but this strategy can help attract contracts that can operate on a month-to-month stable return on investment (ROI).

Features and Functionality For the Website

- Home Page

  Information of what CATHEL Photography offers. Pictures to give a sense of quality of what the business has done and can do. Home page must connect to the other pages.

- About Us Page

  Provide the history business and all the employees of the business and their roles, location of the business.

- Services

  Packages to consider and broken down into different categories, i.e., studio portraits, product photography. A portfolio of previous projects will be the centre of this page. This will persuade the clients by giving them a sense of quality the business offers
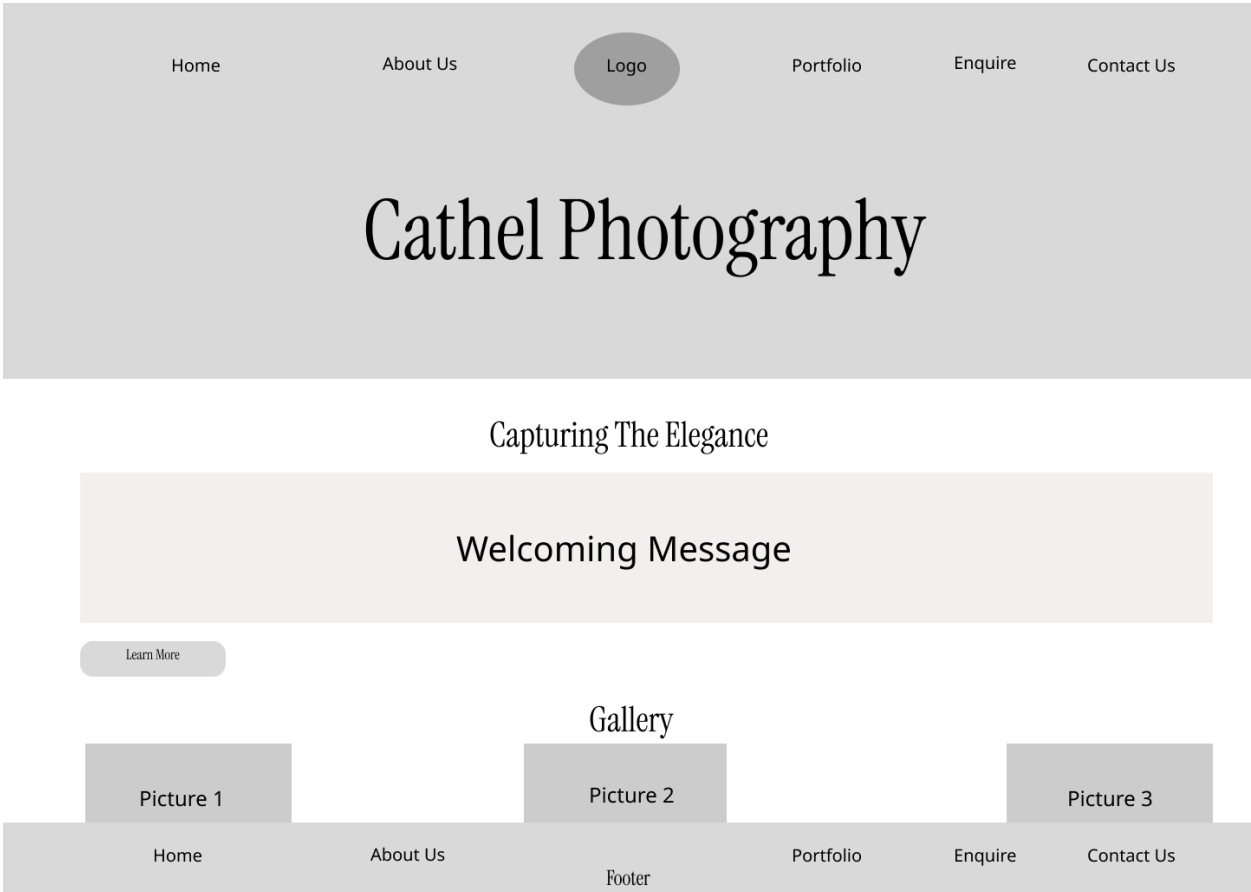
- Contact Us

  All contact information, i.e., Email, telephone numbers, location etc.

The Design and User Experience

- Colour Scheme: Black and White.
- Typography: Instrument Serifs for titles and sub headings. Arial for information
- Layout and Design: Motion graphics. Pictures of previous projects keep changing and appearing as well as the font.
- User experience: On the top and footer of the home page is the navigation and then everything else below.

Wireframes

Cathel Photography

Capturing The Elegance

Welcoming Message

Learn More

Gallery

Picture 1   Picture 2   Picture 3

Home   About Us   Portfolio   Enquire   Contact Us

Footer

About Us

Picture 1

Text
- Founder
- Business History

Book Now

Testimonies

Testimony 1

Testimony 2

Our Portfolio

Text

The Grace Foundation -Christmas Charity Drive Project

Enquire With Us

Text

Contact Us

Contact Us

Text

Email	Cellphone Number	Location

Google Maps
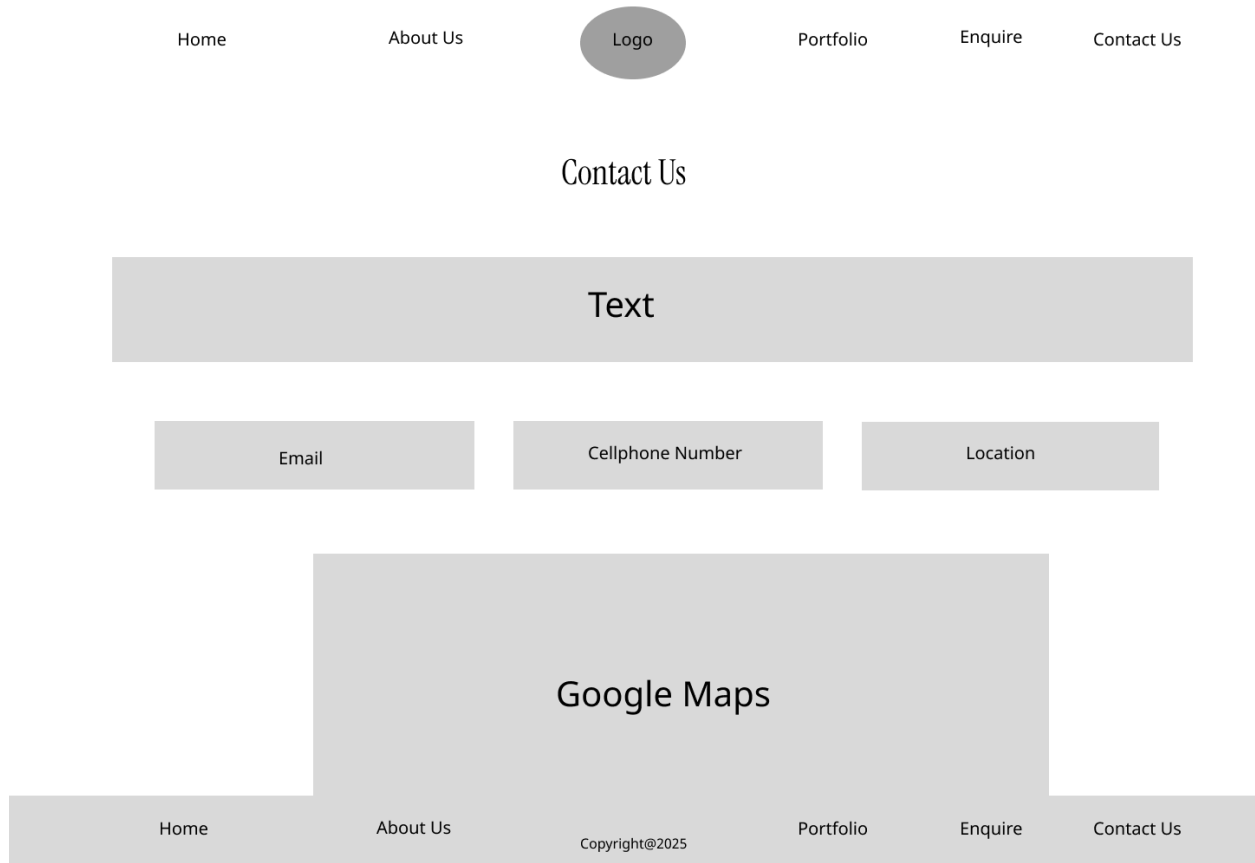
Technical Requirements

- Visual Studio
- HTML and CSS
- JavaScript

Expected Project Timeline

According to Maxell (2025), these are the following estimated timelines: -

- 1-2 weeks: Research and planning phase.
  Website trial and error
- 2-4 weeks: Content generation and implementation
- 4-8 weeks: Layout design and Development

Budget

The estimated budget for the business is R6 500 – R9 000 once off. Which includes: -

1. Website Hosting
2. 5 pages (Home page, about page, Services page, Enquire page and Contact page)
3. Domain Setup
4. Content updates according to the timeline

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