Proposal

Website for Supreme Shisha

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Organizational Overview

Name:

Supreme Shisha

Brief history of Organization

Founded in 2023, our hubbly business began with a simple mission: to bring premium hookah products and accessories to enthusiasts in the Nelspruit area & CBD. What started as a small local venture quickly gained traction through word-of-mouth and a growing community of loyal customers who appreciated our curated selection of high-quality hubblys, rich-flavored tobacco, and stylish accessories. (AfricaBizInfo, 2025).

From classic designs to modern innovations, we’ve built a reputation for offering products that combine tradition with trend. Our commitment to quality, affordability, and customer satisfaction has helped us grow steadily, and today we’re proud to be trusted name among hookah lovers.

As we continue to expand, we’re now taking the next step—developing a dedicated online platform to showcase our full range of products, connect with a wider audience, and offer a seamless shopping experience. This website will serve as a digital storefront, a hub for hookah culture, and a reflection of our brand’s passion and personality (RestaurantGuru, 2025).

Mission Statement:

To provide the Nelspruit community with top-tier hubbly products, flavors, and accessories, delivering quality, style, and satisfaction with every puff. We aim to create a welcoming space for hookah enthusiasts by offering reliable service, curated selections, and a growing online presence that reflects our commitment to excellence.

Vision Statement

To become the leading hubbly lifestyle brand in Nelspruit and beyond—connecting people through culture, creativity, and community. We envision a future where our online platform not only simplifies access to premium products but also celebrates the vibrant spirit of hookah culture across South Africa.

Target Audience

Supreme Shisha has set out to cater to wide range of customers in the community of Hookah enthusiasts in Nelspruit and the CBD of Nelspruit. These include Young Adults (18-35), University students, College Students, Young Professionals, Local Lounge owners & Event Planners, Hookah Hobbyists, Collectors and also online Shoppers.

Website Goals

To help Supreme Shisha expand it local reach by having an online presence to attract more customers that are in and around the Nelspruit area (AfricaBizInfo, 2025). Also making it possible for potential customers to see what hubbly’s we have in stock before they decide to commit and buy it online or before they decide to come to the shop to physically buy it from the store.

To also provide a secure and hassle free eCommerce platform where you can purchase hubblies, hubbly accessories and flavours, and also provide local delivery and or instore pick (Afrihost, 2025; Xneelo, 2025).

Proposed website features and functionality

Product Catalog which will be Organized with Categories

Shopping cart where customers will be able to Add, Remove And possibly udate items for ease of use.

Possible features: Secure Checkout and order Confirmation.

Possible Design and User Experience. (Not the final Design, most likely to change)

| **Color** | **Purpose** | **Hex Code** |
| --- | --- | --- |
| Deep Charcoal | Primary background / text | #2C2C2C |
| Burnt Gold | Accent for buttons and highlights | #C49E3B |
| Warm Sand | Secondary background / sections | #F5E9D3 |
| Rich Burgundy | Flavor category highlights | #7B2E2E |
| Mint Smoke | Hover effects / freshness | #A8D5BA |

This palette evokes warmth, luxury, and a touch of mystique—perfect for a hubbly brand.

Sticky header with clear menu links (Home, Shop, Flavors, Accessories, About, Contact).

High contrast text for readability.

Home Page

Shop Page

Banners to draw attention

Technical Requirements

Domain names should reflect the brand and in that way it will be easy for it to be remembered.(Afrihost, 2025)

Register domain name through trusted providers like Afrihost & Domains.co.za (Afrihost, Domains.co.za)

Shared hosting is fine for small stores. Upgrade to VPS or Cloud hosting as the traffic grows. (Xneelo, 2025)

By utilizing South African hosts, this helps for faster regional performance.

Some essential features are going to be Email hosting, SSL certificate and PHP & MySQL support

The website will unfortunately not include user registration and login, Marketing newsletters.

cPanel could possibly be integrated as apparently it helps manage the website easily, files, databases, emails and security settings all in one place and it really doesn’t need you to be a tech genius to use it. Its easy to use with all its point and click tools.

**Budget Estimations**

| **Category** | **Details** | **Estimated Cost (ZAR)** |
| --- | --- | --- |
| **Domain Registration** | .co.za domain via Afrihost or GoDaddy | R100 – R150/year |
| **Web Hosting** | Shared hosting with SSL, cPanel, email, PHP & MySQL (Afrihost/Xneelo) | R80 – R150/month |
| **SSL Certificate** | Free via Let’s Encrypt or R300/year for premium | R0 – R300/year |
| **Email Hosting** | Branded email (e.g., info@supremeshisha.co.za) | R0 – R600/year |
| **Website Design & UI** | Lounge-inspired design with warm tones, elegant fonts, and mobile layout | R3,000 – R5,000 once-off |
| **Front-End Development** | HTML, CSS, Bootstrap, basic JavaScript for interactivity | R2,000 – R3,500 once-off |
| **Back-End Development** | PHP & MySQL for product listings, bookings, and contact forms | R2,500 – R4,000 once-off |
| **Social Media Integration** | Instagram feed, WhatsApp button, Facebook links | R500 – R1,000 once-off |
| **Content Creation** | Product photography, lounge visuals, branding assets | R1,000 – R2,000 once-off |
| **SEO & Analytics Setup** | Google Analytics, Meta Pixel, basic SEO optimization | R500 – R1,000 once-off |
| **Maintenance & Updates** | Monthly updates, backups, bug fixes | R300 – R500/month |

📊 Total Estimated Budget

* **Initial Development (Once-off)**: R10,500 – R20,000
* **Annual Hosting & Maintenance**: R2,500 – R4,500/year

This budget reflects a **lean but professional setup**, ideal for a business like Hookah Concepts that currently operates via social media and wants to expand its digital footprint without overextending.

**Project Plan**

| **Phase** | **Task Description** | **Tools/Tech** | **Timeline** |
| --- | --- | --- | --- |
| **Planning** | Define goals, audience, sitemap | Google, Microsoft Word | Week 1 |
| **Design & Development** | Design pages using HTML, CSS, JavaScript | VS Code | Week 2–4 |
| **Content Integration** | Add product details, images, and pricing | Photoshop, Unsplash, Pexel | Week 4 |
| **Testing & Feedback** | Test Website; gather peer & lecture feedback | Chrome DevTools, Mobile | Week 5 |
| **Final Presentation** | Submit project ARC | Google Slides, GitHub | Week 6 |

 AfricaBizInfo. (2025). *Hookah Concept 060 996 3066 Nelspruit*. Available at: <https://www.africabizinfo.com/ZA/hookah-concept-060-996-3066> [Accessed 8 Aug. 2025].

* RestaurantGuru. (2025). *Urban House, Nelspruit - Restaurant menu, prices and reviews*. Available at: <https://restaurantguru.com/Urban-House-Nelspruit> [Accessed 8 Aug. 2025].
* Afrihost. (2025). *Web Hosting Packages*. Available at: [https://www.afrihost.com](https://www.afrihost.com/) [Accessed 8 Aug. 2025].
* Xneelo. (2025). *Web Hosting Services*. Available at: [https://xneelo.co.za](https://xneelo.co.za/) [Accessed 8 Aug. 2025].