# WEB DEVELOPMENT

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**Business Proposal: Cane Villa Cabs And Tours**

**1. Organisation Overview**

**Name:** Cane Villa Cabs And Tours

**Background:**  
Cane Villa Cabs And Tours is a mid-sized transportation and logistics company based in Johannesburg, specializing in both passenger and goods transport across urban and regional areas. Established in 2012, Cane Villa Cabs And Tours has grown into a reliable service provider with a strong focus on punctuality, safety, and customer satisfaction.

**Mission:**  
To deliver efficient, affordable, reliable and sustainable transport solutions that connect people and businesses seamlessly.

**Vision:**  
To become a leading transportation provider known for innovation, reliability, and eco-conscious logistics.

**Target Audience:**

* Individual commuters (urban and intercity)
* Small and medium businesses requiring cargo/logistics services
* Corporate clients needing employee transport solutions
* Event organizers and travel agencies

**2. Website Goals & KPIs**

**Primary Purpose of the Website:**

* Offer booking and scheduling services (passenger & cargo)
* Showcase services and pricing models
* Improve customer support and communication
* Serve as an information hub (routes, timings, policies)
* Enhance brand presence and credibility

**Key Performance Indicators (KPIs):**

* Increase in online bookings (target: +40% within 6 months)
* Website traffic growth (target: +25% month-over-month)
* Bounce rate below 40%
* Average session duration over 2 minutes
* Customer inquiry form submissions (target: 20+ per week)

**3. Current Website Analysis**

**Strengths:**

* Basic information is available
* Existing customer base is aware of the website

**Weaknesses:**

* Outdated UI and poor mobile responsiveness
* No online booking system
* Lack of SEO optimization
* Slow loading speed

**Recommended Improvements:**

* Redesign with mobile-first approach
* Integrate booking and payment system
* Improve navigation and structure
* Add blog for SEO and community updates

**4. Proposed Features**

**Main Pages:**

* Home
* About Us
* Services (Passenger | Cargo | Corporate | Special Events)
* Booking Page (with schedule lookup)
* Contact Page (with map, inquiry form, social media links)
* FAQ
* Blog/News Section
* Careers

**Functionality:**

* Real-time online booking and availability checker
* Payment gateway integration
* GPS route tracking (optional phase 2)
* Contact forms and chatbot
* Customer reviews/testimonials section
* Admin dashboard for content and schedule updates

**5. Design & UX**

**Colour Scheme:**

* Primary: Blue (Trust, Reliability)
* Secondary: White & Grey (Clean, Modern)
* Accent: Green (Eco-friendly vibe)

**Fonts:**

* Headings: Montserrat / Poppins
* Body Text: Roboto / Open Sans

**Layout Ideas:**

* Clean, modern grid layout
* Prominent call-to-action buttons
* Responsive design optimized for desktop, tablet, and mobile
* Sticky navigation and footer with quick links

**Wireframes:** *(to be developed in early design phase)*  
Will include wireframes for homepage, service page, and booking flow.

**6. Technical Requirements**

**Hosting:**

* Cloud-based hosting

**Domain:**

* [www.canevillacabsandtours.com](http://www.canevillacabsandtours.com)

**Technologies:**

* **Frontend:** HTML5, CSS3, JavaScript (with React or vanilla JS)
* **Backend (i:** Node.js / PHP for booking engine
* **CMS:** WordPress or Custom CMS for easier admin updates
* **Database:** MySQL or Firebase (for booking system)

**Integrations:**

* Payment gateway (Stripe/PayPal)
* Google Maps API
* Email marketing platform (Mailchimp or similar)

**7. Timeline & Milestones**

| **Phase** | **Milestone** | **Date** |
| --- | --- | --- |
| Phase 1: Planning | Finalize project scope & wireframes | Aug 15, 2025 |
| Phase 2: Design | UI/UX Design and mockups | Aug 22, 2025 |
| Phase 3: Development | Core website development | Sep 10, 2025 |
| Phase 4: Testing | QA testing & bug fixing | Sep 20, 2025 |
| Phase 5: Launch | Website goes live | Sep 25, 2025 |
| Phase 6: Post-launch | Monitoring and minor updates | Ongoing |

**8. Budget (in ZAR)**

**A. Website Development & Maintenance**

| **Category** | **Estimated Cost (ZAR)** |
| --- | --- |
| Domain & Hosting | R2,700/year |
| Design & Development | R36,000 – R63,000 (once-off) |
| Booking System Integration | R14,400 – R21,600 (once-off) |
| Maintenance & Updates | R9,000/year |
| Marketing & SEO (Optional) | R5,400/month |

**Website Total (Year 1):**  
 *R67,500 – R101,700*

**B. Vehicle & Operational Costs**

**1. Vehicle Procurement**

| **Item** | **Estimated Unit Cost (ZAR)** | **Quantity** | **Total (ZAR)** |
| --- | --- | --- | --- |
| Mid-sized Passenger Van | R320,000 | 3 | R960,000 |
| Light Cargo Van | R400,000 | 2 | R800,000 |

**Subtotal (Vehicles):**  
 *R1,760,000*

**2. Vehicle Operating Costs (Annually)**

| **Category** | **Estimated Cost (per vehicle/year)** | **Total for 5 Vehicles (ZAR)** |
| --- | --- | --- |
| Fuel | R40,000 | R200,000 |
| Insurance | R18,000 | R90,000 |
| Maintenance/Service | R12,000 | R60,000 |
| GPS Tracker | R2,500 | R12,500 |
| Parking (Leased) | R1,000/month | R60,000 |

**Subtotal (Annual Running Costs):**  
 *R422,500/year*

**C. Grand Budget Summary (Year 1)**

| **Section** | **Cost Range (ZAR)** |
| --- | --- |
| Website (Development + 1st Year Ops) | R67,500 – R101,700 |
| Vehicle Purchase | R1,760,000 |
| Vehicle Operating Costs | R422,500 |

**Total Estimated Budget (Year 1):**  
*R2,250,000 – R2,284,200*

Let me know if you'd like a **monthly cash flow breakdown**, a **cost per vehicle type**, or this formatted into a **Word, PDF, or Excel document**.

**9. References**

* Nielsen Norman Group – UX Best Practices
* Google Web Vitals – Page Speed Insights
* Stripe API Documentation
* Competitor Analysis: Uber Freight, Bolt Transport
* Statista: Online Booking Trends in Transportation (2024)
* WordPress Theme Library (for layout inspiration)

