🌱 NTANDO AGRICULTURE: CULTIVATING GROWTH THROUGH TECHNOLOGY
WEBSITE PROJECT PROPOSAL FOR A MODERN AGRICULTURAL BUSINESS

WEB DEVELOPMENT (WEDE 5020).
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1. Organisation Overview

Name: Ntando Agriculture

Ntando Agriculture is a small-to-medium, Black-owned agribusiness based in Bloemfontein, South Africa. Founded in 2025 by Ntando Nonjola, the company focuses on sustainable crop farming, organic produce, and community empowerment. Ntando Agriculture operates across several hectares of land, cultivating fresh vegetables and fruit, which are sold to local markets and retailers.

Mission:

To promote food security and healthy living by providing fresh, organic, and locally sourced produce through sustainable farming practices.

Vision:

To become one of the leading agro-businesses in South Africa, inspiring the next generation of tech-savvy and environmentally conscious farmers.

Target Audience:

- Local consumers

- Retail stores

- Restaurants

- Schools and community feeding schemes

- Agriculture investors and sponsors

2. Website Goals and Objectives
Goals:

- Showcase the farm's story, services, and produce.

- Educate the public on sustainable farming.

- Create an online platform for wholesale inquiries and future e-commerce functionality.

- Attract funding and partnership opportunities.

Objectives:

- Launch a 5-page informative website with images, location maps, and inquiry forms.

- Ensure mobile responsiveness for broader reach in rural areas.

- Track engagement through contact form submissions and page views.

KPIs:

- 10+ monthly inquiries

- 20% month-to-month website traffic growth

- Positive user feedback on accessibility and usability

3. Proposed Website Features and Functionality

- Homepage: A welcome banner, short intro video, and links to other pages

- About Us: History, mission, and community engagement

- Our Work: List of crops, packaging, seasonal availability

- Partnerships: High-quality connections of companies we've partnered with and farming processes

- News and events: What has been happening and keeping our people up to date

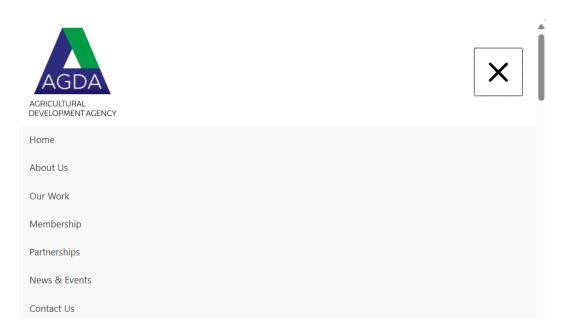- Contact Page: Google Maps embed, inquiry form, and contact details

Figure 1: Agricultural Navigation Pages

(AGDA, 2025).

4. Design and User Experience

Colour Scheme:

Earthy greens and warm browns with fresh white backgrounds for readability Example: #558B2F, #A1887F, #F5F5F5

Typography:

Headings: Lato Bold

Body Text: Open Sans Regular

Layout:

- Consistent 2-column layout

- Mobile-first design

- Simple navigation bar with clear CTA buttons

User Experience Considerations:

- Clear headings and labels

- Logical navigation flow

- Alt text for all images for accessibility

- Fast loading time (image optimization)

5. Low-Fidelity Wireframes

(Copilot, 2025)

6. Technical Requirements

- Domain Name: ntandoagriculture.co.za (subject to availability)

- Hosting: Afrihost or GoDaddy for local hosting

- Languages & Tools: HTML5, CSS3, JavaScript (optional for contact form)

- Editor: Visual Studio Code

- Version Control: Git & GitHub

7. Timeline and Milestones

Task	Deadline

Research and content gathering	10 April 2025
HTML structure and wireframes	12 April 2025
Content integration	14 April 2025
GitHub setup and commits	Ongoing
Final proposal and ZIP submission	17 April 2025

8. Estimated Budget

Item	Estimated Cost
Domain registration	R1200/year
Hosting plan	R7200/year
Stock image licenses	R0 (using free sites)
Maintenance	R200/month
Total	~R8,900/year

9. Sitemap

- index.
- about.html
- products.html
- gallery.html
- contact.html

(Folder Structure: css/, images/, js/, README.md)

10. References

AGDA. 2025. Agricultural Development Agency. *Catalysing inclusive agricultural development through innovation and collaboration.* [online].

Available at: Home - AGDA

[Accessed on: 07 April 2025].

Copilot. 2025. Digital Sketch of the Pages.

Available at: https://tse4.mm.bing.net/th/id/OIG2.3jnwGORnQytkpG2DBhNl?pid=ImgGn

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