Name: Ntwanano
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St Number: st10483015

Lecture: Mr. Rhulani Kobeni

Due date: 27 August 2025

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HIRE A PRO FARMING PROPOSAL

Handpicked quality, straight from the farm.

Overview

Name: Hire A Pro Farming

Brief History:

Hire A Pro farm is a newly incorporated family-owned agricultural enterprise based in a small village called Ka-Mzilela near Giyani Limpopo. It was founded in 2023 by a South African tech enthusiast Mr. Joe Khosa. The venture revives the legacy of the late Therisa Khosa by returning and modernizing the original family farmland.

The operations in this farm are divided between two complementary lines of business, the business line current focus medium term expansion management lead, livestock breeding and finishing of sheep and goats for fresh meet sales at the local community, supplying formal butcheries and supermarket chains in the mopani district.

The other line focuses on crop farming dry land and irrigated production of maize and rotational folder to support the livestock operations introduction of high value cash crops to diversify revenue

Mission and Vision:

- mission is to produce ethically raised livestock and quality staple crops that nourish our community, preserve our land and create sustainable employment in rural Limpopo
- Vision is to become the most preferred local supplier of traceable, pasture-raised meat and staple grains, recognized for responsible farming practices and meaningful socio-economic impact in the Giyani region.

Target market:

- The Hire a pro targets segment needs and buying drivers, go-to-market approach time horizon.
- local households and informal households (villages within 30km)
- immediate community butcheries and local hospitals, schools and shisanyama outlets.

Website Goals and objectives:

- The website's main goal is to set up an online store to be able to facilitate fresh meat sales at local communities ensuring that Hire a pro farm can do small business brand communication and also present their offers.
- The key objectives of the website are to set up an online shop on my website to drive basic or additional sales of our products.

Design and User experience:

Fonts:

- **Serif**
- **Sans-serif fonts**
- **Helvetica**
- **Futura**
- **Palatino**

Colors:

- **Background: #3C7BBA (dark blue)**
- **Text: #8190A1 (Grey)**
- **Header Background: C7C1A5(beige)**
- **Header text: #A7C7A5 (light green)**
- **Header italic text: #353835(dak grey)**
- **Selection borders and highlights: #8F187C(pink)**

TECHINICAL REQUIREMENTS

- HTML for basic website structure and content
- CSS for styling layout and colors
- JavaScript for functionality and dynamic features (if any)

TIMELINE

- **Research and planning: 5days – choosing organization and gathering information**
- **Design: 1/5 week choosing styles, colors and creating wireframe**

- **Development: 2weeks- coding the website with Html, CSS and JavaScript**
- **Content Intergration: 1/5 week-Adding media, text and images**
- **Testing and Feedback :1 week- User testing and fixing issues**
- **Launch and Review: Ongoing- deployment and monitoring**

BUDGET

- **Domain and hosting: R150-R200 a year**
- **Design software: R50 –R120**
- **Development tools: Free**
- **Content creation: R0W**
- **Testing and QA: R150**
- **Maintenance and updates: R250 annually**

REFERENCES

- **Geeks For Geeks Html Documentation**
- **Hire A pro logo and images (provided information by founder)**
- **Google fonts: https://fonts.google.com/**
- Color codes: https://www.color-hex.com/

Website Wireframe

Home
logo and welcome message

Products
displays our wide-range of selection products

About Us
gives a brief description of our organisation and mission and vision

Gallery

Contact Us
displays our location as well as our contact details