

WEB DEVELOPMENT 5020

ST10478180

OTLOTLENG MABILETSA

GROUP 2

Website Proposal for Mabiletsa Group Ltd

1. HISTORY

Mabiletsa Group Ltd. is a multifaceted organization dedicated to empowering individuals, businesses, and communities through coaching, creative ventures, and publishing. Our mission is to inspire growth, foster resilience, and create opportunities across a diverse range of industries.

The proposed website will serve as our central online platform — showcasing our divisions, services, and products while enabling seamless engagement with our clients and audience.

## 2. Objectives

The website aims to:

- Present a professional and cohesive brand image for Mabiletsa Group Ltd.
- Provide detailed information about each division and service offering.
- Serve as a central hub for inquiries, bookings, and product purchases.
- Promote our creative ventures, including Mabiletsa Winery and our wine branding services.
- Showcase our books and publishing support for aspiring authors.
- Increase online visibility through SEO and integrated social media links.

## 3. Target Audience

- Individuals seeking grief and loss coaching.
- Corporate leaders, managers, and teams in need of business coaching.
- Event organizers and companies looking for keynote speakers.
- Wine enthusiasts and entrepreneurs wanting to start their own wine brands.
- Aspiring authors seeking publishing assistance.
- Readers interested in books authored by Mabiletsa Group team members.

## 4. Proposed Website Structure

### Homepage

- Overview of Mabiletsa Group Ltd.
- Highlighted services and ventures.

- Featured testimonials or success stories.
- Quick links to each division.

## About Us

- Company history, mission, and values.
- Team profiles with professional photos and bios.

## Our Divisions

1. Grief and Loss Coaching Practice – Service details, approach, and booking form.
2. Corporate and Business Coaching – Program outlines, benefits, and testimonials.
3. Speaking Engagements – Keynote topics, past events, and booking requests.

## Creative Ventures

- Mabiletsa Winery – Brand story, wine varieties, and online shop.
- Wine Branding Services – Step-by-step guide to creating a wine brand, client case studies.

## Publishing and Literature

- Author Publishing Services – Publishing packages, process, and consultation booking.
- Our Books – Online catalogue with purchase options and author profiles.

## Blog / Insights

- Articles on personal growth, leadership, wine industry, and publishing tips.

## Contact Us

- Inquiry form.

- Location map (if applicable).
- Email and phone contact.

## 5. Key Features

- Responsive Design – Optimized for mobile, tablet, and desktop.
- E-commerce Integration – Online store for wine and books.
- Booking System – For coaching sessions and speaking engagements.
- Search Engine Optimization (SEO) – To improve visibility.
- Social Media Integration – Direct links and embedded feeds.
- Newsletter Subscription – Build and maintain client relationships.

## 6. Timeline & Deliverables

- Week 1–2: Planning & content gathering.
- Week 3–5: Website design and development.
- Week 6: Testing and adjustments.
- Week 7: Launch.

## 7. Estimated Budget (in ZAR)

Domain Registration: R280 – R460 per year

Website Hosting: R2,220 – R4,440 per year

Website Design & Development: R27,750 – R46,250

E-commerce Setup: R9,250 – R14,800

Booking & Contact Forms: R3,700 – R7,400

SEO Optimization: R5,550 – R9,250

Content Creation & Copywriting: R7,400 – R11,100

Image Sourcing & Graphics: R2,775 – R7,400

Testing & Quality Assurance: R2,775 – R4,625

Total Initial Investment (One-time development + first year hosting & domain): R61,700 – R105,725

Optional Ongoing Costs:

- Website Maintenance & Updates: R925 – R2,775 per month
- Digital Marketing & SEO: R1,850 – R5,550 per month
- Newsletter / Email Marketing Platform: R280 – R925 per month