**Subject Name: Web Development**

**Subject Code: WEDE 5020**

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**Group: 1**

**Date: 13/08/2025**

**PROPOSAL 1(Approved)**

**Sweet Cravings Bakery – Website Project Proposal**

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**1. Organisation Overview**

Name: Sweet Cravings Bakery

Sweet Cravings Bakery is a fictional small business located in Durban North, KwaZulu-Natal, founded in January 2019 by pastry chef Kayla R. Naidoo. With a passion for baking passed down from her grandmother, Kayla turned her home-based cake hobby into a full-time business. The bakery quickly became known for its custom-designed cakes, fresh breads, and artisanal pastries, attracting a loyal local customer base.

**Mission Statement:**  
To bring joy through delicious, handcrafted baked goods made with love and the freshest ingredients.

**Vision Statement:**  
To become Durban’s go-to bakery for quality, creativity, and exceptional customer service.

**Target Audience:**  
Local residents, event planners, and corporate buyers looking for unique, high-quality baked goods.

**2. Website Goals and Objectives**

* Display bakery products and services with professional photography.
* Increase online cake orders by 25% within six months.
* Provide a convenient custom order request form for customers.

KPIs (Key Performance Indicator):

* Monthly online orders
* Number of enquiry form submissions
* Customer return rate

**3. Current Website Analysis**

The bakery currently has no dedicated website and relies on Instagram and WhatsApp to receive orders.

**Strengths:**

* Visual marketing through social media
* Direct interaction with customers

**Weaknesses:**

* Limited visibility outside social media followers
* No automated online ordering or payment system
* Difficulty managing customer data and tracking orders

**4. Proposed Website Features and Functionality**

**Pages:  
Home, About Us, Menu, Custom Orders, Gallery, Blog, Contact Us**

**Key Features:**

* **Online ordering form with product selection, flavours, sizes, and pickup/delivery options**
* **Secure payment gateway for online transactions**
* **Testimonials section to build trust**
* **Blog section for baking tips, promotions, and seasonal specials**
* **Mobile-friendly responsive design**

**5. Design and User Experience**

**Colour Scheme:**

* Pastel Pink
* Cream
* Dark Brown

**Layout:**

* Warm and inviting imagery of baked goods
* Neatly divided sections with soft pastel backgrounds

**Navigation:**

* Sticky top menu with clear categories

**Wireframe Idea:**

* Hero banner with 'Order Now' button
* Product gallery displayed in a grid layout

**6. Technical Requirements**

* Hosting: WordPress-optimised hosting
* **Languages: HTML, CSS, JavaScript, PHP (WordPress CMS)**

**7. Timeline and Milestones**

| Week | Task |
| --- | --- |
| 1 | Requirements gathering & design planning |
| 2–3 | Website development |
| 4 | Testing & content upload |
| 5 | Launch |

**8. Budget**

* Domain: R150/year
* Hosting: R1,200/year
* Website Development: R5,500 (one-time)
* Maintenance: R2,000/year

**9.Wireframes**

**Home**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | ***Sweet Cravings Bakery*.** | | **Home About Products/Services Enquiry Contact** |   **Home**   |  | | --- | |  |   **Footer**   |  | | --- | |  | |

**About**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | ***Sweet Cravings Bakery*.** | | **Home About Products/Services Enquiry Contact** |   **About**   |  | | --- | |  |   **Footer**   |  | | --- | |  | |

**Products/Services**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | ***Sweet Cravings Bakery*.** | | **Home About Products/Services Enquiry Contact** |   **Products/Services**   |  | | --- | |  |   **Footer**   |  | | --- | |  | |

**Enquiry**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | ***Sweet Cravings Bakery*.** | | **Home About Products/Services Enquiry Contact** |   **Enquiry**   |  | | --- | |  |   **Footer**   |  | | --- | |  | |

**Contact**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | ***Sweet Cravings Bakery*.** | | **Home About Products/Services Enquiry Contact** |   **Contact**   |  | | --- | |  |   **Footer**   |  | | --- | |  | |

**10.Site-Map**

***Sweet Cravings Bakery Site-map***

|  |
| --- |
| **Home** |

|  |  |  |  |
| --- | --- | --- | --- |
| **About** | **Products/Services** | **Enquiry** | **Contact** |

**11. References**

* **“Small Business Web Design Trends,” DesignHub, 2025**
* **“E-Commerce for Bakeries,” BakeryBusiness Online, 2024**
* [**YouTube video link (Bakery website).**](https://www.youtube.com/watch?v=f6wBwaK-1oc&t=366s)
* **I used Microsoft word for the wireframes**
* **I used Microsoft word for the Site-map**