

WEBSITE PROPOSAL

WEB DEVELOPMENT

WEDE5020

GROUP 1

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20 AUGUST 2025



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# Business Proposal for Website

Business Name: Collection by Slindo – Online Thrift Store

Slogan: Clothes You Will Like, At Prices You Will Love!

GOAL: The goal of the store is to promote second-hand clothing at very affordable prices especially for Teenagers who are students and young adults who still haven't had life figured out yet.

## Executive Summary

Collection by Slindo will be a simple informational website that will introduce a thrift store concept, advertising examples of clothes, and provides a contact form for people interested in buying or selling. The website will not be an online shop, so people won't be able to make accounts, buy, or pay for things on it. The website will advertise responsible fashion, explain the advantages of second hand clothes, and catch people's attention with a clean design that is also easy to use.

## Business Objectives

- To help more people learn about thrift shopping and sustainable fashion.
- To show examples of second hand clothes that are available.
- To make it easy for people to contact us using a simple form.
- To encourage eco-friendly living with a modern and easy-to-use website.

## Organisation History:

Collection by Slindo started in 2025 in Cape Town as a small second hand clothing brand. It was made to encourage people to choose environmentally friendly clothing and to give the youth (students and other young adults) cheaper fashion options. This business has grown into a space that supports sustainability, fair fashion, and reducing clothing waste through second-hand clothing businesses.

## Target Market & Marketing Strategy

Our target audience includes:

- Teenagers who are currently in schools and young adults who are still figuring things out in life that need something that won't require a lot of money.
- Students and people with low incomes who want cheaper clothing.
- People who are into fashion and also interested in vintage clothing.

## Mission and Vision:

**Mission:** To support and promote affordable and sustainable fashion by showing thrift clothes that encourage people to live more eco-friendly.

**Vision:** To grow into one of South Africa's top second-hand fashion space and change how people see second-hand clothing, making it easy and attractive for everyone.

## The marketing strategy includes:

The store will be using social media platforms like Instagram, TikTok and Facebook to advertise items as these platforms have many young people who are interested in fashion which will lead to them looking for the store online to browse.

The store will also be collaborating with eco-friendly influencers to promote the platform as we all know that when influencers advertise something, teenagers and young adults always show interest in them which will help the store gain more clients.

## Website Features

- The Collection by Slindo website will include the following features:
- Home Page with introduction of thrift store concept.
- Example Products Page (static images + descriptions).
- Contact Form for inquiries only.
- About Page with mission and sustainability goals.

## Current Website Analysis

Most second-hand store websites focus on selling their items online only. While they provide product listings and shopping features, many may not give out a clear explanation of the second-hand store concept or the stability benefits behind second-hand fashion. Some websites also appear outdated or chaotic, making it harder for visitors to engage with it.

*Collection by Slindo* will improve on this by:

- Providing a clean and modern design.
- Explaining the idea of thrifting clearly.
- Using example products for demonstration instead of full e-commerce.
- Adding a contact form so the users can communicate with us if interest in buying or selling an item.

## Timeline and Milestones

- Week of 20–21 August: Project Planning & Collecting Content
- 22–23 Aug: Build Website Structure (HTML pages)
- 24 Aug: Add Styling (CSS, layout, colors, fonts)
- 25 Aug: Add Example Products + Contact Form (JavaScript validation optional)
- 26 Aug: Final Testing & Adjustments
- 27 Aug: Submit Completed Website & Proposal

## Budget

This website will not be generating income as it will be an informal website, but it will serve as a platform to promote some items which can attract buyers and sellers who may later engage in second-hand store businesses be it offline or on social media.

Budget:

Domain Registration: R150

Hosting: R800 - R1200 per year

Development tools(Visual Studio Code, GitHub): Free

Design tools: Free

Total: R1000 – R1350

## Technical Requirements

- HTML, CSS & JavaScript will be used when creating this website.
- The website will be accessible for both desktop and mobile phone users without having a glitch.
- Domain and hosting setup for accessibility.
- Contact form (basic front-end functionality).

## Sitemaps:

Home

└─ About

└─ Products

| └─ Product Example 1: Denim Jacket – Like New

| └─ Product Example 2: Vintage Dress – Excellent Condition

| └─ Product Example 3: [Other Product Example]

└─ Contact

## Wireframe of Collection by Slindo Website Layout

Home Page:

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| LOGO | Home | About | Products | Contact |

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| HERO IMAGE: Stylish Thrift Clothing Example |

| "Shop Sustainable. Look Incredible." |

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| SECTION: What is Thrifting? |

| Short explanation of sustainable fashion. |

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| SECTION: Why Choose Collection by Slindo? |

| Bullet points: Affordable • Eco-Friendly • Unique |

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| Footer: Social Media | Policies | Contact Info |

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## Product Page:

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| LOGO | Home | About | Products | Contact |

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| TITLE: Example Products (Not for Sale) |

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| Image + Item Name + Short Description |

| Example: "Denim Jacket – Like New" |

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| Image + Item Name + Short Description |

| Example: "Vintage Dress – Excellent Condition" |

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| Image + Item Name + Short Description |

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| Footer: Social Media | Contact Info |

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## About Page:

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| LOGO | Home | About | Products | Contact |

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| TITLE: About Collection by Slindo |

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| Text: Story of the brand, mission, and goals. |  
| Emphasis on sustainable fashion and eco-living |

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| Image/Graphic related to sustainability |

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| Footer: Social Media | Policies | Contact Info |

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## Contact Us Page:

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| LOGO | Home | About | Products | Contact |

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| TITLE: Get in Touch With Us! |

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| Form Fields: |

| Name: [ ] |

| Email: [ ] |

| Message: [ ] |

| [Submit] Button (front-end only) |

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| Social Media Links (Instagram, Facebook, TikTok) |

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