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1. Organization Overview:

- **Name:** Belem Bakery & Confectionery (Pty) Ltd
 - Provide a brief history of the organisation.

Belem Bakery & Confectionery (Pty) Ltd has its roots in the early 1970s, when it began as a small operation crafting traditional Portuguese breads, sweets, and savory treats by hand. It was officially established in 1978 and has since become a beloved fixture in Johannesburg, renowned for its authentic pastéis de nata, prawn rissoles, Portuguese rolls, bacalao cakes, and a wide array of classic pastries all freshly made daily. In 2001, John Lourenço became a silent partner, and the bakery gained renewed momentum in the 2000s when Shaun De Carvalho, with a background in hospitality and culinary arts, joined the team. Together, they revitalized the business, expanded its catering services in 2013, and later opened the Belém Café and Restaurant in Glenanda. Over the years, Belem has grown into a community staple, known for its traditional flavors, excellent service, and affordable prices. It has played a key role in local events such as Lusito Land and continues to serve as a hub for Portuguese cuisine in southern Johannesburg.

- **Mission and vision statements.**

The mission of Belem Bakery & Confectionery (Pty) Ltd is to preserve and celebrate the rich traditions of Portuguese baking by delivering fresh, handcrafted pastries, breads, and savory treats made with authentic recipes and high-quality ingredients. Committed to excellence, the bakery aims to provide a warm and welcoming experience for every customer while serving as a cultural and culinary bridge between generations. Through consistent quality, community involvement, and a passion for tradition, Belem strives to be the go-to destination for Portuguese flavors in Johannesburg and beyond.

The vision of Belem Bakery & Confectionery (Pty) Ltd is to be recognized as South Africa's leading Portuguese bakery and café, celebrated for its authenticity, craftsmanship, and dedication to traditional flavors. By expanding its presence while staying true to its roots, Belem aims to inspire a deeper appreciation for Portuguese culinary heritage and become a household name known for quality, consistency, and community spirit—both locally and nationally.

- **Target audience.**

Belem Bakery targets a diverse audience that values quality, tradition, and authentic flavors. Their primary customers include members of the Portuguese and Lusophone communities in South Africa who seek to reconnect with the tastes of their heritage. Additionally, the bakery appeals to local South Africans who enjoy freshly baked goods, unique pastries, and savory treats made with care and authenticity. Families, individuals, and café-goers frequent Belem for its welcoming atmosphere and affordable, handcrafted offerings, while event planners and caterers rely on its consistent quality for festivals,

corporate events, and private functions. Through this wide appeal, Belem continues to grow its loyal customer base and bring Portuguese flavor to the broader community.

2. Website Goals and Objectives:

- The primary goals of the Belem Bakery & Confectionery (Pty) Ltd website are to increase online visibility and attract more visitors through improved search engine rankings and social media engagement. The site aims to generate leads for catering and wholesale orders by providing easy-to-use contact and inquiry forms. It also serves as a platform to sell baked goods and savory items directly to customers through a convenient online store. Additionally, the website promotes the bakery's café and retail locations by offering detailed information about menus, operating hours, and services. Beyond sales and promotions, the site tells the story of Belem's rich Portuguese heritage, providing valuable content about its history, products, and culinary traditions to build trust and connect with customers. Through regular updates, newsletters, and interactive features, the website also fosters customer loyalty and encourages community engagement.

3. Current Website Analysis:

STRENGTHS

Brand Heritage & Identity	The website highlights Belem's Portuguese heritage and lengthy history, which contributes to the development of a distinctive brand narrative and emotional bond.
Simple Navigation	The layout is straightforward, with essential sections like "Bakery," "Catering," and "Contact" clearly listed.
Lightweight Load Time	The minimalist design allows for fast loading, especially on slower internet connections.

WEAKNESSES

Outdated Design	The general appearance is out of date and does not adhere to contemporary UX/UI design guidelines. The website isn't very interactive or visually appealing.
No Social Media Integration	An opportunity to increase online engagement is lost since there are no embedded feeds or simple links to Facebook or Instagram.
Limited Content & Updates	No newsletters, news section, or blog to engage returning visitors or keep content interesting.
Lack of Customer Testimonials or Reviews	No social proof to build trust and credibility with new visitors.

Improvement

- Add social media links and live feeds.
- Include customer reviews/testimonials.
- Use high-quality videos to showcase products.
- Redesign with a modern, mobile-first approach.

4. Proposed Website Features and Functionality

1. Homepage

- Short intro about Belem's heritage and offerings
- Clear navigation menu fixed.
- Call-to-actions like "Order Now", "Visit Our Café", "Explore Our Menu"
- Eye-catching banner with high-quality images or a video of baked goods
- Testimonials or customer reviews snippet

Functionality:

- Fully responsive to mobile/tablet/desktop
- Fast loading time and accessibility support

2. About Us Page

- Detailed story of Belem's origin and evolution
- Highlights of Portuguese culinary heritage
- Photos of founders/team, bakery, and café interiors
- Timeline or key milestones
- Mission, vision, and values

Functionality:

- Easy-to-read layout with engaging visuals
- Option for a short, embedded video or behind-the-scenes footage

3. Online Store

- Cart, checkout, payment gateway integration (PayFast & Yoco)
- Pickup/delivery date selector
- User account creation (optional for repeat customers)
- Order confirmation emails and receipts.

Functionality:

- Secure online payments
- Inventory sync and easy order management dashboard.
- Mobile-optimized e-commerce experience

4. Café & Locations Page

- Address, operating hours, contact numbers per location.
- Embedded Google Maps for easy navigation
- In-store menu previews
- Special offers or café events

Functionality:

- Geo-location support

5. Contact Page

- Contact form (name, email, subject, message,)

- Store location info & maps.
- Phone numbers, email addresses.
- WhatsApp or live chat integration (optional)

Functionality:

- Email notification system for inquiries.

6. Testimonials & Reviews

- Customer testimonials section (with optional photo)
- Google review embeds or feed.
- Success stories from catering clients or events

5. Design and User Experience:

- Colour Scheme: Warm Cream for Background/base layer
Deep Red for Buttons, headings
Chocolate Brown for Fonts, footer
Pastel Yellow for Highlights, hover states
White for Card backgrounds and contrast
- Typography:

Font Category	Font	
Headings	Playfair Display	This is for a classic feel
Subheading	Lato Bold	Clean and modern, good for clarity
Body	Lato Regular	Sans-serif, easy to read on screen
Accent Text	Cursive Script	For cake names

Layout and Design:

Design Approach:

- Simple and product-focused in terms of design.
- For the hero banner, featured products, testimonials, and contact information, use grid-based sections.

- Give mobile-first design top priority because smartphones will be used by the majority of visitors.

Page Sections:

- **Hero Section** –A large banner image featuring custom cakes or pastéis de nata with a call to action.
- **Product Highlights** – A grid or carousel displaying well-liked products.
- **About Us** – A brief narrative and a team or store photo.
- **Cake Ordering Section** – A gallery with a call to action to send an inquiry or place an order.
- **Customer Reviews**
- **Contact Info & Map**

Technical Requirements:

- I will be using Visual Studio Code as my IDE
- HTML
- CSS
- JavaScript

6.Timeline and Milestones:

Week 1: Planning & Page Structure

Date	Task / Milestone
Wed, 13 Aug	Understand project brief, identify required pages and structure.
Thu, 14 Aug	Create content plan: headings, paragraphs, links, form fields.
Fri, 15 Aug	Draft homepage skeleton (intro, navigation links, banner placeholder).
Sat, 16 Aug	Draft About Us page (history, mission, vision, team section).
Mon, 18 Aug	Create Café/Locations and Contact pages (address, maps placeholder, form).
Tue, 19 Aug	Build Store/Catering page (basic product list using tables or lists).
Wed, 20 Aug	Link all pages using <code><a href></code> and ensure structure is consistent.

Week 2: Content Completion & Submission Prep

Date	Task / Milestone
Thu, 21 Aug	Add placeholder content like images, menu items, testimonials and etc.
Fri, 22 Aug	Review all pages for structure, spelling, link functionality.
Sat, 23 Aug	Insert contact form using HTML <form> elements.
Mon, 25 Aug	Final review: validate HTML, check all links and pages work.
Tue, 27 Aug	Submit project folder with HTML files and any required docs

8.Budget

Category	Cost Estimate	Reason
Development	R2000	Student-developed as part of coursework
Hosting	R5000	Free hosting options or local machine
Maintenance	R700	No ongoing maintenance required

9.References

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