

KUTLWANO MOTSA

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Web Development

WEBDEV5020

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Organisation Overview

Name: Kryptonite Gym ©

Brief History

Kryptonite Gym started as just an exciting idea by Mr Kutlwano Motsa to help people in his community get quality gym time! As more members joined, the organisation grew, particularly in the Gauteng and Western Cape provinces. Investment and community support this growth with hundreds of gym sites across the country. By offering quality customer Kryptonite has taken the lead ahead of other gyms in South Africa.

Mission and Vision Statement

Taking good care of one's physical health is the core principle of Kryptonite Gym and together with our committed shareholders, we promise to provide quality, affordable gym services to all people across South Africa. Whatever your background or budget may be, you can trust us to transform you into your dream body!

Target Audience

This is not the gym for your stereotypical, jacked muscle bros. Kryptonite gym is welcomed to all, young and old. Younger people will be enthusiastic about joining due to the social and family nature of the gym and the staff. Older folks certainly need the gym even more to keep up with the demands of an aging body. Therefore, our target audience will be spread across a wide range of people.

Website Goals and Objectives

- Attract new members
- Keeping current members
- Build community and engagement
- Streamline operations
- Build brand image

Key Performance Indicators

- Monthly website visitors
- Membership sign ups
- Social media following etc.

Proposed Website Features and Functionality

- Home/landing page where users will be introduced to the company with images and text. The home page must be simple to understand for user retention.
- Services page where you can view all the different subscriptions
- Contacts page where you find all the ways to reach out to the company
- Testimonial page where success stories of members will be shown
- Frequently asked questions (FAQs) for assisting users with specific questions

Design and User Experience

The site will be using primarily a black and red colour scheme. The images will be spread across the pages with stylish, modern text above them. The services page will have a sophisticated aesthetic with vibrant colours showcasing the different products on offer for people to select from.

The website will also include links to other pages like About us, Contacts, News etc. Which will include icons and banners telling the user what to expect when they buy a membership.

Budget

According to sage.com and vibefam.com, the estimated amount to start this project would be R4000-R15000. Depending on the complexity of the site. My company site is fairly basic so start-up capital should not be a problem. Expenses would include cost of domain, marketing cost and website hosting

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