COVER PAGE

NAME: NHLANHLA NDHLOVU

STUDENT NUMBER: ST10484753

MODULE NAME: WEB DEVELOPMENT (INTRODUCTION)

MODULE CODE: WEDE5020 (2025)

DATE:27 Aug. 25

PROJECT NAME: BUSINESS PROPOSAL



**BUSINESS PROPOSAL: Sweet Delights Bakery**

**1.ORGANISATION REVIEW**

* Name: Sweet Delights Bakery
* Brief history of the organisation: Sweet delights bakery was founded in 2023 as a home-based bakery in Soweto Johannesburg South Africa specializing in freshly baked scones and muffins.
* Our mission: We aim to bring comfort and warmth of homemade scones and muffins to every household, staying true to our roots while evolving with new trends.
* Our vision: Our vision is to revolve the baking industry by integrating cutting-edge technology, great recipes and still keeping the traditional art of baking, setting great milestones in the industry.
* Target audience: Our focus is on students and young professionals looking for affordable and quick snacks and still not abounding their sweet tooth, families that needs freshly baked goods start their day and lunchboxes, local business and events that need catering and bulk orders.

**2.Website goals and objectives**

* The website will help create awareness amounts youth and business as the use of technology is familiar.
* The website will be displaying the images and prices of scones, muffins for a user to able to choose what they can see.
* Share news and promotions that are available at that current time
* The website will help build customer trust and loyalty with professional online presence.

**Key Performance Indicators (KPIs)**

* Website traffic: Number of visitors per week or month
* Engagement rate: Measure how much or often the visitors explore pages like gallery, news and contact.
* Customer Inquiries: Record and count the number of inquiries or orders made through the website or contact details.
* Returning Visitors: Note and monitor how many customers revisit the website after their first visit.

**3.Proposed Website Features and Functionality**

* The website has Homepage which shows the logo and the bakery business name to welcome the users and visitors
* About us: will explain more about our business highlighting our products and services as we sell muffins and scones our mission and vision.
* Gallery: Providing pictures or images of our freshly baked scones and muffins to attract the user and showcase our freshly baked goods.
* News: Will highlight more about our stories, promotions and our milestones as we have started with the business.
* Contact details: This page will provide our contacts details as the user will be able to use this page to contact us.

4.**Design and User Experience**

* Colour Scheme: The website will use black and white palette showing elegance and creativity, while white provides a clean and modern background that ensures readability and simplicity. Other tones may be used to highlight buttons such as pink.
* Topography: A use of clean Aptos font for readability and professionalism (body text), large and bold heading will be used for clarity and medium subheading for structure.

**Layout Design Approach**

* Logo on the left, navigation bar on the right (Home, About, Gallery, News, Contact).
* Gallery: Grid layout showcasing high-quality images of scones, muffins, and cookies.
* News Page: Clean blog-style layout with updates and promotions.
* Contact: Simple form with name, email, message, and bakery location.

**User Experience (UX) Considerations**

* Navigation**:** Simple and consistent across all five pages as they will be joined by hyperlinks
* Responsive Design**:** The layout will adjust for mobile, tablet, and desktop viewing to accommodate all users, using different devices.
* Readability**:** Use of white space and contrasting text for easy reading.
* Accessibility**:** Clear fonts, alternative text for images, and simple colour contrast.

**Develop low-fidelity wireframes**

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[ LOGO] [ Home | About | Gallery | News | Contact]

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[ Large Image Banner: Muffins & Scones + Tagline]

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[ Section 1: About Bakery - Short Intro]

[ Section 2: Featured Products with Images]

[ Section 3: Latest News/Promotions]

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[ Footer: social media | Contact Info | Copyright]

**5.Technical Requirements**

Hosting and Domain Name:

* The website that will require a domain name such as [**www.sweetdelights.co.za**](http://www.sweetdelights.co.za/)
* The website will be hosted on shared hosting services such as GitHub, Afrihost and other hosting services that will help the website grow its users and visitors.

**Programming Language Frameworks**

* For structuring the website pages that are 5 web pages we will be using HTML5
* For styling and applying the chosen colours (black and white) we will use CSS
* For last to include the interactive elements like images sliders to make the website attractive we will be using JavaScript.

**6. Milestone and Timelines**

The sweet Bakery was founded in 2023, home based bakery in Soweto has since grown its sales as it has introduced new flavours of muffins, and has gained popularity because of its variety flavours, looking at its sales the sweet delights bakery will soon be able to open their first bakery shop for its customers to come and have a sip of tea.

**Budget for the website**

Seeing that the sweet delights bakery is a small based shop the budget will fit their affordability

1.Domain and Hosting

* Domain name registration: 100 to 150 per year
* Web hosting: 80 to 120 per month

2.Website Design and Development

* Website design (the website having 5 pages that is Home, About, Gallery. News, Contact): R3000 to R5000 once off (excluding the logo layout)

3.Content creation of the website

* Copywriting and text editing for the web pages: R500 to R1000
* Gallery setup: R300 to 800

4.Maintenace and support

* Monthly maintenance (fixing the small glitches the website might have): R300 to 500
* **Total Estimate Being**
* Initial Setup: R4000 to 7000
* Ongoing yearly cost: R1000 to 2000

Mission and Vision 2025. [online]. Available at: [Vision vs. Mission Statement: What’s the Difference? - 2025 - HYPERLINK "https://www.masterclass.com/articles/vision-vs-mission"Masterclass](https://www.masterclass.com/articles/vision-vs-mission)[Accessed 21 August 2025].

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