# Proposal:

## **1. Organisation Overview:**

* Name: Kasi Flava Shisa Nyama
* Founded in 2022 in Soweto, Kasi Flava Shisa Nyama started as a weekend street-side braai stand. Due to its popularity, it has grown into a vibrant small business where locals and tourists gather to enjoy grilled meat, side dishes, and live entertainment.
* **Mission:** To provide a flavour-filled township braai experience that brings people together through food, culture, and community.
* **Vision:** To be recognised as the go-to destination for authentic Shisa Nyama in Gauteng and expand into other provinces.
* **Target Audience:** Primary: Local township residents, young professionals, and families.

Secondary: Tourists seeking authentic South African cultural food experiences.

## **2. Website Goals and Objectives**

* Build an online presence for the Shisa Nyama to attract more customers.
* Share the menu, specials, and promotions.
* Allow table bookings and event enquiries online.
* Showcase the vibrant lifestyle experience (food, music, atmosphere).

**KPIs:**

* Number of online bookings and enquiries.
* Growth in monthly visitors to the website.
* Increased sales during promotions advertised online.
* Social media traffic referrals.

## **3. Current Website Analysis**

Currently, Kasi Flava operates only through Facebook and Instagram posts. While social media drives awareness, it lacks a professional central platform for customers to find menus, directions, and bookings. A website will establish brand credibility and serve as a permanent marketing tool.

## **4. Proposed Website Features and Functionality**

* **Homepage:** Hero banner with sizzling meat images, short introduction, call-to-action (“Book a Table” / “See Menu”).
* **About Us:** Story of Kasi Flava, cultural roots, and staff.
* **Menu Page:** Full menu with prices, specials, and promotions.
* **Gallery Page:** Photos and videos of the food, ambience, and events.
* **Booking & Enquiry Page:** Online form for table bookings, private functions, and catering services.
* **Contact Page:** Location map, phone numbers, WhatsApp ordering option, and social media links.

## **5. Design and User Experience**

* Colour Scheme: Bold, warm African-inspired palette (reds, oranges, browns, and black).
* Typography: Playful but professional – Raleway for headings, Roboto for body text.
* Layout: Vibrant, image-focused, showcasing the food and atmosphere.
* User Experience: Clear menu navigation, mobile responsiveness for customers on the go.

## **6. Technical Requirements**

* Hosting & Domain: Small business hosting package, SSL for secure browsing.
* **Languages:** HTML, CSS, JavaScript.
* **Frameworks:** Bootstrap for responsiveness.
* **External Integration:** Google Maps for directions, WhatsApp chat link for instant orders.

## **7. Timeline and Milestones**

* **Week 1–2:** Research, content gathering (menu, images, brand story).
* **Week 3–4:** Sitemap, HTML structure, and initial design.
* **Week 5:** CSS branding and menu integration.
* **Week 6:** JavaScript booking form and interactivity.
* **Week 7:** SEO optimisation, testing, and final deployment.

## **8. Budget (Estimated)**

* Domain + Hosting: R700 – R1,000 per year.
* Maintenance & Updates: R400 per month.
* Professional Photography (optional): R1,500 once-off.
* Free tools for design and icons: Canva, Unsplash, FontAwesome.

## **9. References:**

* References listed here are unique to the chosen organisation and the researched documentation of the Website Project Proposal. The references listed in this document and the general references used to complete Part 1 will be compiled in the READMEmd document in the repository for the entire PoE.