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WEDE5020

BUSINESS PROPOSAL

Proposal 2

CM BUY GROCERY STORE

CM Buy grocery store is a retail store based in KwaMashu; Durban that was established in 2015 by a small family who noticed a gap in a market in the community, so they decided to create CM Buy grocery store that primarily focuses on selling grocery store products but also sell home products to the community they have currently one store but are ready to expand to other communities.

Vision

To sell high quality products with affordable prices, to be the heart of our community and change lives with our products

Mission

CM Buy Grocery store mission it is to offer

Goal of the website

The specific goal of the website it is to gain an increase traffic for more people to buy the products and to use the website for marketing reasons

Current website analysis

This business currently has no website.

Design and user experience.

Color scheme

- I will make the website to be yellow as the most dominant color for the business because we want the website to represent the business

Font choice and hierarchy

- I will use Times new roman font and size 14 as it is the most fitting for the business as it is stylish but also easy to read and can capture the user for its distinct look.
- I will make the hierarchy of the original webpage i will have home, about us, products, enquiry and contact

Design

- My overall design approach will be hugely inspired by logo of Abalindi welfare society logo as previously mentioned using the colors of it and the flower being the focus of it

User Experience

- To make it easy for the navigation i will make the navigation bar to be as visible as possible and make the layout of the website be
- I will make the colors of the webpage not blend with the words so i will make it more readable for the user,
- I shouldn't add to much color or make it too bright for the user not to read
- Make the design less complicated for the user to view

Technical requirements

- HTML

I will use this language to code the website for the origination as it is less complicated compared to other languages.

- Visual Studio Code

This application will be used for me to be able to code the website.

- CSS

This will be used to style my webpage and make it more appealing to the viewers

- Javas Script

I will use this specifically for the enquiry form for users to be able to fill in their information and for the donations.

Budget

The budget for this specific website will be R16 000 this includes:

- Maintenance of the website.
- To own a Domain name.
- To update content.