

wede5020 mabel’s dough web proposal

ST10488481



kHAYA sIBUSISO mHLONGO

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# Mabel’s Dough Proposal

**Prepared For:** Mabel Mochana

**Prepared by:** Sibusiso Khaya Mhlongo

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## Introduction

This proposal outlines the design and development of a professional website for Mabel’s Dough, a local bakery known for fresh, handmade breads, pastries, and cakes. The website will serve as both a digital storefront and a marketing tool, helping to attract more customers, showcase products, and enable online orders.

## .Objectives

* Create an online presence that reflects the warmth and creativity of the bakery.
* Showcase baked goods through high-quality photography and descriptions.
* Allow customers to place pre-orders for collection or delivery.
* Share the bakery’s story to build community trust.
* Improve visibility on search engines for local bakery searches.

## Target Audience

* Local residents looking for fresh, artisan baked goods.
* Event planners and individuals ordering cakes for birthdays, weddings, and celebrations.
* Walk-in customers who discover the bakery online.

## Proposed website Features

* **Home Page:** Warm introduction with hero image of fresh baked goods.
* **About us:** Story of Mabel’s Dough and founder Mabel Mochana.
* **Menu/Product Page:** categorized product listings (breads, cakes, pastries, specials)
* **Order Online Page:** Pre-order form with pickup/delivery options.
* **Gallery:** high-quality images of baked goods and customers events.
* **Testimonials:** Customer reviews and community love.
* **Contact page:** Address, phone., Google Maps, and business hours.
* **Mobile Friendly Design:** Optimized for phones (important for food searches).
* **SEO Optimization:** Keywords like “fresh bread near me” and “local bakery”.

## Brief History of Mabel’s Dough

Founded in 2018 by passionate baker Mabel Mochana, Mabel’s Dough began as a home kitchen venture supplying friends and family with freshly baked bread and cakes. As word spread, the bakery grew into a beloved local shop recognized for its warm atmosphere and homemade quality. Today, Mabel’s Dough is not just a bakery, it’s a community hub where tradition, creativity, and flavour come together.

## Mission & Vision

**Mission**

“To create joy and connection through freshly baked goods made with love and quality ingredients.”

**Vision**

“To become the go-to bakery in the community, known for creativity, consistency, and a welcoming atmosphere.”

## User Experience & Design Strategy

**Overall Aesthetic and Branding:** The website will be warm, inviting, and artisanal, reflecting the bakery’s homemade style and community focus.

**Colour Scheme:**

* Soft Cream & Warm Beige (evokes flour and dough)
* Pastel Yellow or Pink (playful, welcoming bakery vibes)
* Rich Brown (chocolate/coffee tones)

**Typography:**

* **Headings:** Script-style font like Pacifico or Playfair Display for charm.
* **Body/text:** clean, modern sans-serif like Lato or Raleway for readability.

**Layout and Design:**

* **Home Page Hero Banner:** Full-width photo of fresh bread or pastries.
* **Navigation:** Simple top menu (Home/Menu/Order/About/Contact)
* **Highlight Products:** Best-sellers showcased with appealing images.
* **Call-to-Action Buttons:** “Order Now” and “Visit Us”.
* **Mobile First:** Quick scroll menus and tap-to-call button for on-the-go customers.

## Hosting, Domain & Technology

**Domain:**

* Suggested: [www.mabelsdough.co.za](http://www.mabelsdough.co.za) (local and professional)
* Alternatives: [www.mabelsbakery.co.za](http://www.mabelsbakery.co.za) or [www.mabelsdough.com](http://www.mabelsdough.com)

**Hosting Options:**

* **South Africa:** Afrihost, Xneelo (Affordable, local support).
* **International:** Hostinger, SiteGround, Bluehost.

**Technology Stack:**

* **Frontend:**
* **HTML5-**Page Structure
* **CSS3-**Styling and bakery inspired design
* **JavaScript-** Interactive elements like order forms or image sliders
* **Backend:**
* WordPress or Shopify (ideal for online orders)
* **Add-Ons/Integrations:**
* WooCommerce (for e-commerce ordering system)
* Google Maps API
* SEO plugin (Yoast or RankMath)

## Timeline

|  |  |
| --- | --- |
| Phase | Duration |
| Planning & Approval | 2-3 days |
| Design & Mockups | 3-4 days |
| Development | 5-7 days |
| Testing & Review | 2 days |
| Launch | 1 day |

## Estimated Cost

|  |  |
| --- | --- |
| Service | Price(zar) |
| Website Design & Development | R4500 |
| Domain Registration (1 year) | R200 |
| Hosting (1 year) | R1200 |
| E-commerce Setup (online orders) | R2500 |
| SEO Setup & Optimization | R1000 |
| Total | R6900 |

## Benefits to Mabel’s Dough

* Stronger online presence to attract new customers.
* Increased orders through easy online pre-ordering.
* Builds credibility and professionalism.
* Creates a digital “shop window” for baked goods 24/7.

## Conclusion

A professional website will help Mabel’s Dough showcase its unique charm, increase orders, and connect with the community on a larger scale. This proposal offers a pathway to make the bakery more visible, accessible, and memorable.