**Name**  : Thato

**Surname**  : Maipato

**Student Number**  : ST10474755

**Subject** : WEDE5020

**PROPOSAL**

**Name**: Glamour Nails Beauty Studio

**History:**

Founded in 2016 in Johannesburg, Glamour Nails began as a small nail care salon. Over time, it expanded to offer advanced services including acrylic extensions, gel nails, spa pedicures, and custom nail art. The studio has gained a reputation for modern, stylish designs and professional service.

**Mission Statement:**

To enhance beauty and confidence through expert nail care and personalised client experiences.

**Vision Statement:**

To become a leading nail studio brand in South Africa, recognised for creativity, quality, and customer satisfaction.

**Target Audience:**

Primarily women aged 18–45 in Johannesburg and surrounding areas, professionals seeking stylish grooming, and younger clients attracted to modern nail art.

**2. Website Goals and Objectives**

* Increase online visibility and attract new clients.
* Enable online appointment bookings to streamline client management.
* Showcase services and pricing with visual galleries.
* Generate leads through enquiry and contact forms.

**Key Performance Indicators (KPIs):**

* 25% increase in monthly website traffic within 6 months.
* 15% rise in online appointment bookings.
* At least 100 monthly form enquiries.

**3. Current Website Analysis**

Glamour Nails currently has no official website. Information is scattered across Facebook and Instagram pages. While these platforms engage clients visually, they lack structured service details, booking features, and a professional online presence.

**Areas for Improvement:**

* Centralized information hub.
* Professional branding and design.
* Online booking functionality.

**4. Proposed Website Features and Functionality**

* **Homepage:** Hero banner, services highlights, call-to-action.
* **About Us Page:** History, mission, vision, team profiles.
* **Services Page:** Nail treatments, pricing, packages.
* **Gallery:** Portfolio of past nail designs.
* **Booking/Enquiry Form:** Online appointment system.
* **Contact Page:** Map of two Johannesburg locations, contact details, form.

**5. Design and User Experience**

* **Color Scheme:** Soft pink, white, and gold (luxury, feminine aesthetic).
* **Typography:** Headings – Playfair Display (elegant); Body – Lato (clean, modern).
* **Layout:** Grid-based, minimalist, with intuitive navigation.
* **UX Considerations:** Mobile responsiveness, accessible fonts, easy navigation, fast-loading pages.

**6. Technical Requirements**

* **Hosting & Domain:** Custom .co.za or .com domain with SSL security.
* **Languages:** HTML, CSS, JavaScript
* **Frameworks:** Bootstrap for responsive design.
* **CMS (Optional):** WordPress for easier updates.

**7. Timeline and Milestones**

* **Week 1–2:** Research & content gathering.
* **Week 3–4:** Wireframes & design mock-ups.
* **Week 5–6:** Website development (HTML, CSS, JavaScript).
* **Week 7:** Testing and revisions.
* **Week 8:** Deployment and launch.

**8. Budget**

* **Domain & Hosting:** R800 – R1,200 per year.
* **Design & Development:** R8,000 – R12,000 once-off.
* **Maintenance & Updates:** R500 – R1,000 monthly.

**9. References**

* Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.
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