**Project Planning**

Chosen Organisation: Retailability

Target Audience:

• Shoppers across South Africa and Africa seeking affordable, stylish clothing.

• Families looking for everyday essentials (men’s, women’s, children’s fashion).

• Young adults interested in trends and seasonal promotions.

• Potential business partners (suppliers, franchisees).

**Goals of the Website:**

1. Provide information about Retailability (history, mission, brands).

2. Showcase products (clothing, footwear, accessories).

3. Enable customer enquiries and supplier partnerships.

4. Display store contact information (with multiple locations).

5. Establish a strong online presence with SEO-friendly design.

**Research and Content Gathering**

• Website Sources: Retailability official site, social media campaigns.

• Public Resources: Free images (Unsplash, Pexels), Google Fonts (Montserrat, Open Sans), free icons (Font Awesome).

• Original Content Created:

1. Brand descriptions.

2. Mission & vision statements.

3. Enquiry form fields.

4. Two office addresses (Durban HQ & Johannesburg regional office).

HTML Structure – Index file provided in folder.