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Business proposal

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This document outlines the plan for developing a new website for ProSport Hub, a leading South African retailer of sports equipment, footwear, and team apparel.

ProSport Hub – Sports Equipment & Apparel Store

ProSport Hub Website Development Plan

Established in 2012, ProSport Hub aims to empower individuals to achieve their best in sports and aspires to be Africa's most trusted supplier of sporting goods. The new website will target athletes, sports enthusiasts, schools, and sports clubs.

Project Goals and Objectives:

The primary goals for the new website are:

- Increase online sales by 30% within one year.
- Improve the user experience for browsing products and completing purchases.
- Foster brand loyalty through engaging and informative content, such as a blog.

Key Performance Indicators (KPIs) will be tracked to measure progress towards these goals, including:

- Monthly revenue generated through online sales.
- Conversion rate of website visitors into paying customers.
- Average amount of time users spend exploring product details.

Current Website Assessment:

ProSport Hub currently benefits from a strong social media presence and good brand awareness. However, the current website has some limitations:

- Outdated visual design.
- Suboptimal performance on mobile devices.
- Confusing navigation.

To address these issues, the new website will feature:

- A contemporary and appealing interface.
- A responsive design that loads quickly on mobile devices.
- A streamlined and intuitive shopping process.

Proposed Features and Functionality:

The website will include the following features:

- **Homepage:** Featuring highlighted products and current special offers.
- **Product Catalog:** With comprehensive filtering options (by sport, brand, price range, etc.).

- **Jersey Customization Tool:** Allowing customers to personalize team apparel.
- **Informational Pages:** Including "Contact Us" and "About Us" sections