

# Business Proposal

ST10470860

SFISUK'THULA GOD'SRICH NGCEBO MAGAGULA

[COMPANY NAME] | [Company address]

# Table of Contents

DECLARATION .....	2
Organisation Overview .....	4
Website Goals and Objectives .....	6
References .....	9

# DECLARATION

23; 24; 25

2025

## **ACADEMIC HONESTY DECLARATION**

Please complete the Academic Honesty Declaration below.

Please note that your assessment will not be marked, and you will receive 0% if you have not completed ALL aspects of this declaration.

### Declaration

	SIGN
I have read the assessment rules provided in this declaration.	✓
This assessment is my own work.	✓
I have not copied any other student's work in this assessment.	✓
I have not uploaded the assessment question to any website or App offering assessment assistance.	✓
I have not downloaded my assessment response from a website.	✓
I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	✓
I have not shared this assessment with any other student.	✓
I have not presented the work of published sources as my own work.	✓
I have correctly cited all my sources of information.	✓
My referencing is technically correct, consistent, and congruent.	✓
I have acted in an academically honest way in this assessment.	✓

(2018, p.  
Clothing

Rehab  
Rsa)



**Name:** Rehab Clothing

**Industry:** Clothing/ Fashion and apparel

**Established:** 2017

**Founder:** Rehab Sfisosethu Oratile Magagula.

**Mission Statement:** Rehab clothing aims to shift the youth's perspective from violence and crime by making them focus on street wear, giving them the ability to express their creativity. Rehab clothing not only focuses on the youth but also aims to shift the game of street wear by offering the finest texture of materials, Rehab clothing aims to take over or be one amongst the biggest black owned clothing brands.

## Organisation Overview

**Name:** Rehab Clothing

**Industry:** Clothing/ Fashion and apparel

**Established:** 2017

**Founder:** Rehab Sfisosethu Oratile Magagula.

**Mission Statement:** Rehab clothing aims to shift the youth's perspective from violence and crime by making them focus on street wear, giving them the ability to express their creativity. Rehab clothing not only focuses on the youth but also aims to shift the game of street wear by offering the finest texture of materials, Rehab clothing aims to take over or be one amongst the biggest black owned clothing brands.



(Rsa, 2018)

**Background:** Founded in Mbombela, South Africa, in a small town called Barberton. Rehab Clothing has grown little by little from a local fashion startup into a recognizable name in streetwear culture. The brand is known for its edgy designs, multiple colours, and strong relationship with the local

community. With a growing support system, Rehab Clothing seeks to do more than contact market but also aim for the digital market through a user-friendly website. (reporter, 2022) (Dabata, 2025)

# Website Goals and Objectives

## Primary Goals:

- Showcase the brand's identity and product catalogue.
- Enable seamless online shopping and secure transactions.
- Build a loyal fan base through content and interaction.

## Key Objectives:

- Display the variety of clothing products with high definition and product description.
- Merge e-commerce functionality with inventory management.
- Offer newsletter sign-ups, promotions, and exclusive member content.
- Interact with customers via social media and customer support.  
(Winter, 2025) (Anon., 2025)

Features	Description	Purpose
<b>Responsive Design</b>	Optimized for mobile and desktop	Ensures accessibility across devices
<b>E-commerce Platform</b>	Shopify or WooCommerce	Enables secure shopping and checkout
<b>Product Catalogue</b>	Filterable by category, size, and style	Improves user experience and navigation
<b>Lookbook Section</b>	Editorial-style photo gallery	Highlights brand identity and seasonal drops
<b>Blog/News</b>	Fashion tips, behind-the-scenes, founder stories	Builds brand loyalty and SEO
<b>Social Media Integration</b>	Instagram feed, TikTok links	Drives engagement and traffic
<b>Customer Reviews</b>	Ratings and feedback	Builds trust and credibility
<b>Newsletter Signup</b>	Email capture for promotions	Grows mailing list and repeat customers



Features	Description	Purpose
Accessibility Features	Alt text, readable fonts, contrast options	Ensures inclusivity for all users

(Patel, 2025) (Hendry, 2025)

# References

Anon., 2018. X. [Online]

Available at: [https://pbs.twimg.com/profile\\_images/1020426762608685056/YUD6rIV4\\_400x400.jpg](https://pbs.twimg.com/profile_images/1020426762608685056/YUD6rIV4_400x400.jpg)

[Accessed 04 August 2025].

Anon., 2025. *Big Commerce*. [Online]

Available at: <https://www.bigcommerce.com/articles/ecommerce/how-to-start-an-online-clothing-store/>

[Accessed 04 August 2025].

Dabata, M., 2025. *Forbes africa*. [Online]

Available at: <https://www.forbesafrica.com/entertainment/2025/05/06/a-snapshot-of-south-african-fashion-from-the-runway-to-the-future/>

[Accessed 04 August 2025].

Hendry, S. L., 2025. W3C. [Online]

Available at: <https://www.w3.org/WAI/standards-guidelines/wcag/>

[Accessed 04 August 2025].

Patel, N., 2025. *NeilPatel*. [Online]

Available at: <https://neilpatel.com/blog/how-to-create-an-ecommerce-website/>

[Accessed 04 August 2025].

reporter, i., 2022. *Glamour*. [Online]

Available at: <https://www.glamour.co.za/fashion/these-are-the-emerging-designers-selected-for-sa-fashion-weeks-new-talent-search-finale-556cdc80-905b-4160-8aeb-e8127f054774>

[Accessed 04 August 2025].

Rsa, R. C., 2018. x. [Online]

Available at: <https://pbs.twimg.com/media/DuCQncTX4AA8tli?format=jpg&name=4096x4096>

[Accessed 04 August 2025].

Winter, D., 2025. *Shopify*. [Online]

Available at: <https://www.shopify.com/blog/206934729-how-to-start-a-clothing-line>

[Accessed 04 August 2025].