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| Xilombe Electronics |
| SUBJECT NAME:WEB DEVELOPMENTSUBJECT CODE: WEDE5020NAME: XILOMBE BVUMAST10480355 |

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[· Mission and vision statement: 2](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748281)

[· Target audience: 2](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748282)

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[Key performance indicators (KPIs) 3](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748284)

[4. Proposed website features and functionality 3](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748285)

[5. Design and user experience 3](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748286)

[6. Technical requirements 4](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748287)

[7. Timeline and milestones 4](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748288)

[8. Budget 4](https://zac-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-GB&rs=en-US&wopisrc=https%3A%2F%2Fadvtechonline-my.sharepoint.com%2Fpersonal%2Fst10480355_rcconnect_edu_za%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F586a93e3573d43c38bf61d906e491794&wdnewandopenct=1742908395987&wdorigin=OFFICECOM-WEB.START.NEW&wdprevioussessionsrc=HarmonyWeb&wdprevioussession=1e17af8f-b448-4252-9e73-861ca7f963c2&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=B7F98DA1-30BB-C000-2D00-65B3F51B6CCF.0&uih=sharepointcom&wdlcid=en-GB&jsapi=1&jsapiver=v2&corrid=55e3b256-e2f0-d273-272d-242001513241&usid=55e3b256-e2f0-d273-272d-242001513241&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fadvtechonline-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdhostclicktime=1742908396403&csc=1&wdredirectionreason=Unified_SingleFlush#_Toc193748289)

# Proposal content

# 1. Organization overview

### · Name: Xilombe Electronics

### · A brief history on Xilombe Electronics:

A retail store called Xilombe Electronics focuses on selling a variety of electronics. Xilombe opened the store in the early 2000s, and it immediately gained recognition for its reasonable prices, wide range of products, and first-rate customer support. As time went on, Xilombe Electronics added the latest technology, household appliances and accessories to its list of services. The store has a solid reputation in the community. The store keeps growing and adapting to keep up with the rapidly evolving tech sector, all the while concentrating on giving high-quality electronics.

### · Mission and vision statement:

**Mission statement**: At Xilombe Electronics, our mission is to provide high-quality electronics at affordable prices and to create a welcoming shopping experience that encourages our customers to stay connected, which will bring people together.

**Vision statement**: Our vision is to be the trusted electronics retailer in our community so that our customers can trust us with their tech needs, recognized for our excellence, customer satisfaction and ability to continuously adapt to the evolving tech space.

### · Target audience:

1. Local individuals and families
2. Tech-savvy individuals
3. Homeowners and renters

# 2. Website goals and objectives

### Main objectives:

### 1) Boost online visibility by utilizing a sophisticated and user-friendly platform.

### 2) Drive sales growth by implementing digital marketing tactics and providing a seamless online shopping experience.

### 3) Enhance customer satisfaction through straightforward navigation and effective product filtering, along with all necessary information.

### 

### Secondary objectives:

### 4) Optimize SEO to enhance visibility in search engine results.

### 5) Develop engaging content to inform customers and showcase products.

### 6) Incorporate social media to promote sharing and foster community engagement.

### Key performance indicators (KPIs)

1. Primary KPIs: Website traffic, conversion rate, sales revenue, and customer satisfaction

2. Secondary KPIs: Search engine ranking, SEO metrics, content engagement, social media metrics

3. Operational KPIs: Website uptime, page load speed, mobile responsiveness

4. Customer-centric KPIs: Customer retention rate, customer acquisition cost.

# 4. Proposed website features and functionality

**Homepage**:

Introduction to Xilombe Electronics, promotions and discounts, featured products,

**About us:**

Company history, mission and vision statements, team profiles, testimonials.

**Products/services:**

Electronics, household appliances, accessories, product descriptions, pricing and availability.

**Contact us:**

Contact form, phone number, email address, physical store location and social media links.

**Enquiry:**

Contact form, phone number, email, physical store location and social media links for customers to enquire about products or services.

# 5. Design and user experience

Colour scheme: Tech blue, Electric orange, Deep Gray, Clean white

**Typography**:

Font family- Open sans: A clean and modern font suitable for the body and headings.

Font hierarchy-H1: Open sans, font size -36px

H2: 24px, open sans

H3: 18px, open sans

Body text: 14px, open sans

Caption: 12px

Layout and design:

Layout includes header, hero section, product categories, featured products and footer

Design approach: Clean and minimalist-Use plenty of white space to create a modern look.

Product centric-Showcase products with high quality pictures

Easy navigation-use a clear menu

Branding consistency.

Users experience considerations:

Clear navigation and architecture information. Mobile accessibility. Fast performance and secure transactions. Customer feedback mechanism.

# 6. Technical requirements

HTML-to structure my website and to make it clear to navigate.

CSS-to style my website

Javascript-ensure responsive design

# 7. Timeline and milestones

25 March: submit the 2 project proposals

27 March: Research and sourcing

29 March: Website planning and structure

31 March: HTML structure and basic content

3 April: Repository

6 April: part 1 submission

# 8. Budget

Development costs:

1. Website design: R7500-R30000
2. Content creation: R3000-R15000
3. Custom features: R7500-R30000
4. Development frameworks: R0-R15000

Testing and debugging: R3000-R15000

Maintenance costs:

1. Regular updates: R1500-R7500
2. Security monitoring: R750-R7500
3. Content updates: R1500-R7500

Hosting costs:

* 1. Shared hosting: R0-R360
  2. VPS hosting: R360-R900
  3. Dedicated hosting: R900-R1800

## 9. References

Reference entry list:

Meta AI(2025) and Chat GBT(2025)

**In text citation :**

In this reference, “Meta AI and Chat GBT” are the authors that helped to brainstorm ideas. “2025” is the year that the content was generated.

**Research references:**

I looked at actual online retail electronics stores examples such as takealot and Makro.

Takealot-Every day Low Prices