# Business Proposal

## Hanover Bakery

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# 1.Overview

Known for its freshly baked bread, cakes, and pastries, Hanover Bakery is a reputable bakery in Johannesburg, South Africa. The bakery is well-positioned to modernize operations and broaden its offerings because of its stellar reputation for quality and community involvement. The business plan presented in this proposal aims to improve customer happiness, fortify Hanover Bakery's competitive advantage, and implement creative solutions to adapt to shifting consumer needs.

Mission: Our mission is to deliver freshly baked, superior products while preserving a welcoming and warm customer experience.

Vision: To establish a reputation as Johannesburg's top bakery with an online store where clients can easily place orders.

## Target Audience:

* Residents aged 18–60
* Businesses looking for catering services
* Online customers for home delivery

Families, young professionals, and locals who appreciate fine baked goods are the main customers of Hanover Bakery in the Mayfair district. The bakery also serves corporate clients and event planners who need large orders, as well as internet shoppers looking for convenient delivery or pickup choices.

# 2.Problem Statement

Hanover Bakery faces a number of difficulties in spite of its significant local presence. Its market share is at risk due to rising ingredient costs, heightened rivalry from nearby cafés and retail establishments, and the growing desire for healthier substitutes (such sugar- and gluten-free items). The bakery's low web presence also makes it harder to draw in younger, tech-savvy clients who choose online ordering and delivery.

# 3. Goal and Objectives

## Goal

To increase Hanover Bakery's sustainability and competitiveness in the market by diversifying its product line, using new technologies, and enhancing customer service.

## Objectives

* To launch a variety of healthier product options, such as sugar-free and gluten-free substitutes.
* To create a system for online ordering and delivery.
* To streamline production procedures in order to cut waste and boost effectiveness.
* To use digital marketing to improve the bakery's brand recognition.
* To forge closer ties with regional clients and suppliers.

## Key Performance Indicators (KPIs):

* Website traffic: Target 1,500 visitors/month within 3 months
* Online sales: Achieve 100 online orders/month within 3 months
* Newsletter subscriptions: 200 new subscribers within 3 months
* Bounce rate: Maintain below 40%. (Mary, 2023)

# 4. Current Website Analysis

Analysis of Current Websites  
  
The website for Hanover Bakery is now simple, however it has a number of drawbacks. Although it displays products, the design is antiquated and incompatible with mobile devices. Customers are unable to place orders online due to the lack of e-commerce functionality, and navigation is difficult. Additionally, product descriptions and graphics are sparse, which reduces the client experience.  
  
Implementing a responsive design, incorporating an online buying platform, adding high-quality photographs to boost the visual appeal, and upgrading the overall user experience and navigation are all areas that require development. (Remi, 2024)

# 5. Proposed Website Features and Functionality

Several essential features intended to satisfy both company and customer objectives will be included in the new website:

* Homepage: Including connections to goods and services, banner ads, and a hero image of the bakery.
* About Us: comprehensive details regarding the history, goals, and vision of the bakery.
* Products/Services Page: Sorted product listings with prices, descriptions, and excellent photos.
* Online ordering includes a shopping cart and safe checkout processes for both pickup and delivery choices.
* Contact Page: Links to social media profiles, an easy-to-use contact form, and instructions via Google Maps integration.
* Blog Section: Educative articles about recipes, baking advice, and bakery news to keep readers interested.

A mobile-responsive design, user-friendly navigation, SEO-optimized content, and a safe payment gateway to enable online transactions are all examples of desired functionality. (Sudra, 2025)

# 6. Design and User Experience

The welcoming ambiance of Hanover Bakery will be reflected in the website's design. Warm browns, milk tones, and gentle pastels will all be used in the color scheme to create the impression of freshly baked pastries. Typography will use Lato for body text to ensure readability and Playfair Display for headings to show elegance.  
  
The layout will prioritize clarity and simplicity. Call-to-action buttons will direct customers to place an order or subscribe, and key products will be clearly displayed. Every page will have the same navigation, including a search box for easy product finding. To conceptualize the layout and guarantee a coherent information hierarchy, low-fidelity wireframes will be produced.

# 7. Technical Requirements

The website will need a domain name like www.hanoverbakery.co.za, which costs R200 a year, and a dependable hosting service like Bluehost or SiteGround, which costs about R300 per month. PHP or Node.js will be used for backend operations, MySQL will be used for database administration, and HTML5, CSS3, and JavaScript will be used for frontend functionality. For e-commerce and content management, WordPress and WooCommerce might also be taken into account.

# 8. Timeline and Milestones

The project is expected to take approximately eight weeks, structured around key milestones:

1. **Research & Planning:** 1 week
2. **Wireframe Design:** 1 week
3. **Frontend Development:** 2 weeks
4. **Backend Development & Integration:** 2 weeks
5. **Testing & Launch:** 1 week

This timetable guarantees that the website is prepared for launch in accordance with the subject's submission dates and permits input at every stage.

# 9. Budget

The total estimated cost for the website project is **18,500 ZAR**, broken down as follows:

* Domain Registration: 200 ZAR/year
* Hosting: 300 ZAR/month × 12 months = 3,600 ZAR
* Website Design & Development: 2,500 ZAR/week × 5 weeks = 12,500 ZAR
* SSL Certificate: 500 ZAR/year
* Stock Images & Graphics: 200 ZAR × 5 = 1,000 ZAR
* Miscellaneous Expenses: 700 ZAR

**Total Budget:** 200 + 3,600 + 12,500 + 500 + 1,000 + 700 = 18,500 ZAR

This budget reflects realistic costs for hosting, development, design resources, and additional expenses required to create a fully functional website. (Sithole, 2023)

# 10. Research Question

How can Hanover Bakery modify its business plan to satisfy changing client needs and stay competitive in Johannesburg's vibrant bakery market? (Indeed Editorial Team, 2025)

# 11. Motivation

The rise of convenience-focused shopping and shifting consumer preferences have made Johannesburg's bread sector extremely competitive. Innovation and adaptability are essential to Hanover Bakery's existence and expansion. By employing contemporary tactics and diversifying into digital channels, the company can draw in new markets, such as health-conscious and tech-savvy consumers, in addition to keeping its current clientele.

# 12. Methodology and Analytical Procedures

Both qualitative and quantitative methods will be used in the methodology:

* Market research: customer surveys and interviews to determine needs and preferences.
* Analyzing competitors' pricing, product lines, and marketing tactics is known as competitor analysis.
* The cost-benefit study of launching fresh lines of goods and digital solutions is known as financial analysis.
* Implementation Strategy: Creating a staggered introduction of new services (e.g., new recipes, online platform).
* Performance Metrics: Tracking client satisfaction, sales growth, and online interaction. (Reese, 2021)

# 13. Scientific Contribution

By showing how conventional bakeries may use sustainability, health trends, and technology to stay relevant, this proposal advances small business research. The results might also help other South African SMEs figure out how to balance innovation and tradition in a cutthroat market.

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