**ORGANIZATION OVERVIEW**

**SIZZLE AND SERVE**

<https://github.com/aMinenhleM/Part1.git>

Sizzle and Serve is a small, cozy gem that is hidden within Henley on Klip, Meyerton — a stunning destination that hoists the South African flag high. It began on a sunny morning, 1 February 2024, when Minenhle Mchithakali fantasized and was set to make it a reality. What started as a small fast food restaurant has evolved into an inviting and friendly full-service restaurant where old African cuisine, quick bites, and catering operations peacefully coexist. Our doors are open wide, regardless of how you feel – you are in the mood for a sit-down meal, a take-out, or you simply want to order online from the comfort of your home.

We at Sizzle and Serve are incredibly proud of our love and imagination for food. We cater to private events, weddings, and small parties, adding a pinch of flavor to every occasion. Our pride lies in preparing lip-smacking dishes from the finest ingredients, with love and consistency that would make any grandmother jealous.

**VISION AND MISSION**

Our Mission is simple but genuine: to be the most trustworthy fast food chain, well known for not only our best taste but also for the adorable looks and unsurpassed quality.

Our Mission is just as straightforward — to serve up mouth-watering, fantastic food, and outstanding customer service. We don't just aim to fill bellies; we strive to leave a warm, long-lasting impression with our authentic meals and the homelike hospitality.

**TARGET AUDIENCE**

We have an excellent balance of customers, including:

- Children with families — particularly the diligent parents who come home late and deserve something tasty to unwind the day.

- Desk workers looking for fast and delectable lunch alternatives — since who has time for a boring meal at noon?

- Students looking for economical yet fulfilling meals — since nice food doesn't have to be expensive!

- Event planners and those hosting private parties — we’re here to make your special moments even more memorable.

- Anyone who believes that food has a magical way of bringing folks together.

**PRODUCTS AND SERVICES**

Our menu is like a warm hug for all taste buds, offering a delightful variety:

- Fast food: Cheeseburgers, wraps, crispy fries, and sandwiches that bring a smile with every bite.

- Home-style traditional fare: Tripe, hardbody chicken, and steamed bread that tell volumes about home.

- Healthy fare: Fresh salads and grilled fare for those who desire to keep things light.

- Desserts: Oh, sweet ending! Chocolate lava cake, cheesecake, and fruit salad that are temptingly delicious.

And for events, we have event catering services too — just let us know what you need.

\*\*PERFORMANCE AND GROWTH\*\*

We keep a watchful eye on our progress through key performance indicators (KPIs) such as:

- Cost of Goods Sold (COGS) — to ensure we’re making wise choices.

- Food and labor cost percentages — because every penny counts.

- Customer retention rate — to keep our beloved customers coming back for more.

These metrics help us improve our service and maintain a healthy growth along the way.

**START-UP BUDGET**

For number enthusiasts, here's our breakdown of total startup capital:

- Total Startup Capital: R105,000

- Rent/Property: R10,000 – R50,000

- Equipment: R50,000

- Marketing/Branding: R5,000

- Inventory: R20,000

- Décor/Ambiance: R10,000

And that is Sizzle and Serve, where flavors and smiles come together in a beautiful dance!















TIMELINE AND MILESTONES

Week 1: Planning and setting up

MILESTONES

-Finalize project ideas anf features

-Choose colour scheme

-Set up project folder structure(HTML<CSS<JAVA)

Week 2: Development Phase1

Milestones

-Develop Homepage with HTML

-Create a responsive navigation bar

Week 3: Development Phase 2

Milestones

-Complete all pages

-Add animation and JavaScript features

-Final review and validation

Week 4: Testing and Deployment

Milestones

-Upload project to web host

-Link domain to hosting

-Configure SSL certification(https)

Milestones

-Ensure all files are uploaded and the site is fully functional on domain

-Submit