



DIPLOMA IN IT MANGEMENT

Web Development
(WEDE5020)

POE Part 1

AYAHLUMA OYIYA

ST10450397

Organization Overview

Organization Name: Slime Season Apparel

Brief History of the organization

Slime Season Apparel is a street and trendy inspired clothing brand founded in 2022 by Ayahluma Oyiya. It was created as a bold and creative streetwear brand born from the urban culture of Johannesburg, South Africa. Inspired by the “slime” slang popularized in hip-hop culture, this brand represents loyalty, authenticity and staying to one’s true circle.

Starting with a small range of printed t-shirts and hoodies, the brand quickly gained attention for its unique color palettes, bold graphics, and confident slogans. Social media and local pop-up events helped grow the following, attracting a loyal community of young trendsetters. Today, Slime Apparel continues to expand its collection, incorporating sustainable materials and limited edition drops, while staying true to its mission: *drip with meaning, move with loyalty*. (Shinohara,2016)

Mission and Vision Statement

Mission

To create high quality, stylish streetwear that inspires self-expression, confidence, and loyalty. Slime Apparel is committed to blending bold urban culture with comfort and sustainability, giving our community clothing that tells their story.

Vision

To become leading African streetwear brand recognized worldwide for authenticity, innovation, and cultural influence, while empowering the next generation of creatives and trendsetters.

Target Audience

Slime Apparel is designed for young, style conscious people aged 16-30 who are deeply connected to urban culture, music, and street fashion. Our customers value authenticity, bold self-expression and clothing that reflects trendsetters, creatives, and influencers within their circles who are always looking for apparel that stands out different from the crowd.

The brand targets:

Hip-hop & Pop Culture Fans- People who are influenced by music, social media, and popular trends.

Young Entrepreneurs & Creatives- People who see fashion as part of their personal brand.

Social Media Influencers- Those who use style to connect with and grow with their audience.

Streetwear Enthusiasts- Fans of bold designs, statement pieces, street art and urban culture.

Goals and Objectives

Establishing a strong online presence that links the business with its target market and increases sales and brand recognition is the main objective of the “Slime Apparel” website. By making Slime Apparel a well-known brand in the South African streetwear market and beyond, the website seeks to raise brand awareness. One of the main goals is to increase online sales by giving clients a smooth e-commerce experience that makes it simple for them to browse collections, place orders, and follow delivery.

Community involvement, which is accomplished through interactive elements like lookbooks, a fashion blog, and social media integration that let users engage with the brand's culture, is another crucial area of concentration. The website will also function as a central repository of information, presenting the brand's goal and values along with updates on events, promotions, and new collections. By adding services like newsletters, special offers, and loyalty programs, the website ultimately aims to foster enduring client loyalty. Key performance measures such website traffic, online purchases, average time spent on the site, newsletter subscriptions, social media growth, and the percentage of repeat customers will be used to gauge success.

Proposed Features and Functionality

The website will include the following key pages:

Home Page: Introduction to Slime Apparel, showcasing featured products, promotions, and highlights.

Services Page: Details about what the brand offers, including clothing collections, custom designs, and possible delivery services.

Enquiries Page: An online form where customers can submit questions, requests, or orders directly.

About Us Page: Background on Slime Apparel, including history, mission, vision, and values.

Contact Page: Contact details such as phone number, email, and physical address (if available). (Charbonneau, 2023).

Design and User Experience

The website will adopt a modern streetwear look with a simple, professional layout. The color scheme will use black and white for a clean base, with neon green accents to represent the brand's slime identity. Bold fonts will be used for headings, while clean sans-serif fonts will ensure easy readability. Navigation will be clear and simple, allowing users to access Home, Services, Enquiries, About Us, and Contact quickly. The site will be responsive, ensuring it works smoothly on mobile phones, tablets, and desktops. (Charbonneau, 2023).

Technical Requirements

A dependable and expandable platform that facilitates e-commerce functionality and is still manageable will serve as the foundation for the Slime Apparel website. The brand will accomplish

this by obtaining a reputable domain name, like www.slimeapparel.co.za or .com for global exposure.

Common web technologies, which are HTML for the front end and MySQL for the back end, will serve as the foundation for the technological framework of the website. Since security is a major priority, the website will have an SSL certificate to enable safe transactions. Client information will be safeguarded through regular backups, malware protection, and strong password policies

To guarantee flexibility for both South African and foreign clients, several payment mechanisms, including PayFast, PayPal, and major credit or debit cards, will be incorporated. Additionally, the website will be responsive, guaranteeing seamless operation on desktop, tablet, and mobile devices. Instagram and Tik Tok will be integrated with the website. (Charbonneau, 2023).

Timelines and Milestones

Milestones	Activities	Duration
Planning Phase	Determine the website structure and finalize platform and pages	1 week
Design Phase	Create the layout, choose branding and design the pages	2 weeks
Development Phase	Build the website, add content and integrate the contact info and enquiry form.	2- 3 weeks
Testing and Launch	Test the site on multiple devices, apply content and launch the site.	1 week

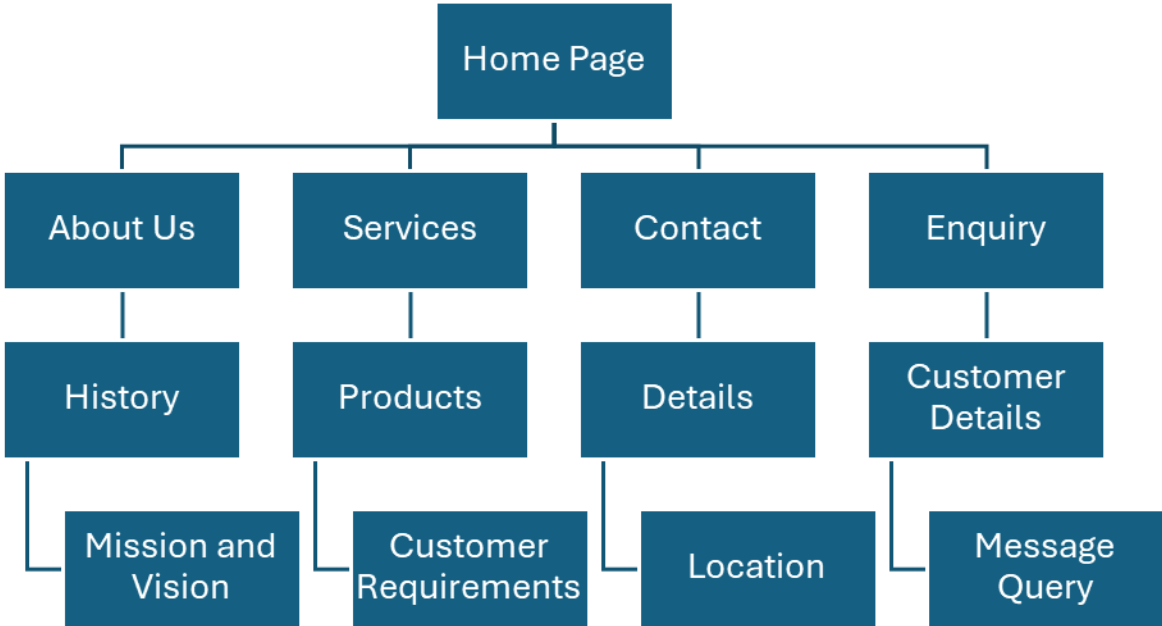
Total Duration: 6-7 weeks

Budget

Item	Description	Estimated Cost (R)
Domain Registration	Monthly cost for the domain	R150-R250
Web Hosting	Hosting plan	R1500-R 2500 per year
Website Design	Layout, branding and graphics	R3000-R5000

Website Development	Building the pages and features	R5000-R8000
Content Creation	Text, Images, and graphics for each page	R2000-R3500
Marketing	Visibility tools and promotion	R1500-R3000
Maintenance	Updates, backups, and improvements yearly	R1000-R2000

Site Map



(Charbonneau, 2023).

References

Charbonneau, E. (2023). *The ultimate website functionality checklist for 2024*. [online] GoDaddy Resources - Asia. Available at: <https://www.godaddy.com/resources/asia/skills/the-ultimate-website-functionality-checklist>. [Accessed 27 August 2025]

Shinohara, S. (2016). History of Organizations. *Global Encyclopedia of Public Administration, Public Policy, and Governance*, [online] pp.1–5: https://doi.org/10.1007/978-3-319-31816-5_1-1. [Accessed 27 August 2025]