

BUSINESS PROPOSAL

BY : BILQEES ,EVILE ,ALEX ,CAMEROON

TABLE OF CONTENT

- Introduction
- About Us
- Our Team
- Our Service
- Why choose us ?
- B2B + B2C
- Payment Options

INTRODUCTION

In today's digital economy, an online presence is no longer optional—it's essential. Many small businesses in South Africa lack professional websites, limiting their visibility and competitiveness. At the same time, individuals increasingly seek affordable ways to learn website development to manage their own online platforms or gain employable skills.

Our proposed startup, WebLaunch, addresses these gaps by offering custom website creation services for individuals and small-to-medium enterprises (SMEs) and online training courses that teach clients how to design, build, and manage their own websites.

ABOUT US

WebLaunch combines e-commerce services with digital skills training, empowering clients to establish their online presence while fostering independence and technical knowledge. This proposal outlines the concept, its alignment with market trends, business model, revenue streams, marketing strategy, feasibility analysis, competition, payment systems, and customer experience strategy.





BILQEES AJAM
PROJECT
MANAGER



EVILE NOMBILA
FRONT-END
DEVELOPER



**CAMEROON
JACOBS**
FRONT-END
DEVELOPER



ALEX TULWANA
BACK-END
DEVELOPER



OUR TEAM

MARKET TRENDS

- Over 65% of small businesses don't have websites, meaning high demand for our services.
- Online learning is growing fast, with Africa's e-learning market over \$3 billion.
- 75% of internet users in South Africa go online via mobile phones, so we design mobile-friendly sites and training.
- Digital skills like web design are highly demanded by employers.
- Businesses are spending more on digital tools to stay competitive.



**WEB
LAUNCH**



OUR SERVICES



ONLINE COURSES

We provide easy-to-follow online courses that teach clients how to design, build, and manage their own websites, giving them the skills to stay independent and competitive in the digital space.



WEBSITE DEVELOPMENT

We design and build professional websites tailored to the needs of individuals and small-to-medium businesses, helping them improve their online visibility and reach more customers.

ANALYSIS OF DIRECT COMPETITORS

Competitor	Service Type	Pricing	Limitation
YOLO(south africa)	DIY website builder	R 150/pm	Limited customization; no training
SHOPSTAR	E-commerce site builder	R 300–400/pm	Focus on stores only
Local Agencies	Professional web design	R 10,000–50,000	Expensive; no training/support
Training Providers	Web design/coding courses	R 13,000+	Training only; no websites

WHY CHOOSE US?



We combine professional website development and online training in one package, making it cost-effective for small businesses and individuals.



All our websites and training are designed for mobile devices, ensuring clients stay competitive in a smartphone-driven market.



Unlike typical agencies, we don't just build websites—we also teach clients how to manage and grow them independently.

HYBRID MODEL

B2B & B2C



B2C

We sell website packages and online courses to individuals like entrepreneurs, freelancers, and students.



B2B

We work with small businesses that need affordable websites and staff training.

VALUE PROPOSITION

Our advantage is that we build websites and teach clients to manage them, helping them save money and gain skills.

- Affordable: Lower costs than other hiring agencies.
- Empowering: Clients learn to manage their own sites.
- Complete Solution: Website design, SEO, hosting, and training in one package.
- Local Expertise: Tailored solutions for South African businesses.



Customer Experience Strategy

To keep clients happy, WebLaunch will:

- Assign personal project managers
- Offer 24/7 support via chat and email
- Provide interactive tutorials and resources
- Collect customer feedback regularly
- Run a loyalty and referral program
- Give 1-month follow-up training after project delivery

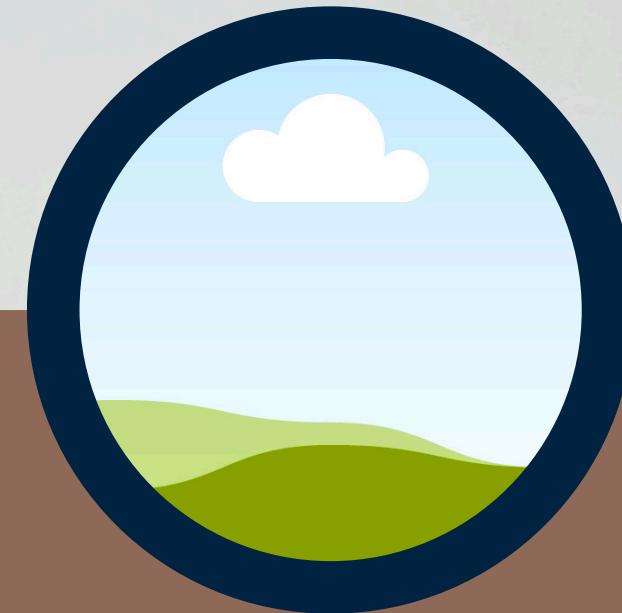


REVENUE STREAMS:



- Website packages: R 5,000 – R 15,000
- Online courses: From R 1,500
- Monthly hosting: R 1,000
- Corporate workshops: R 10,000 – R 20,000
- Affiliate partnerships

MARKETING:



- SEO and Google ranking
- Social media ads (Facebook, Instagram, TikTok)
- Free tutorials & webinars
- Email campaigns
- Referral discounts

MARKET OPPORTUNITY & FEASIBILITY



Market Size:

- 2.5 million SMEs in South Africa
- Over 65% lack websites
- Africa's e-learning market is \$3.41 billion and growing



Target Customers:

- Small businesses
- Freelancers and entrepreneurs
- Students
- Corporate teams



Startup Feasibility:

- Low costs (~R 45,000)
- In-house web skills
- Scalable model
- Stable recurring income

PAYMENT OPTIONS



- We make payments easy with:
 - Credit/Debit cards
 - EFT (bank transfers)
 - Mobile payments (SnapScan, Zapper)
 - PayPal (for international clients)

**WE
THANK
YOU**

