

PROJECT PROPOSAL

HISTORY: Founded in 2020, Kasi Flavor is a tiny business in a township that specializes in creating classic South African Kotas, which are filling, reasonably priced street foods served in thick bread. The company has developed a devoted local clientele and hopes to reach more villages in the area.

MISSION STATEMENT: Mission Statement: To support local entrepreneurship while providing mouthwatering, genuine Kotas that provide each consumer with the flavors of the township.

VISION STATEMENT: To become the township's preferred Kotas brand by fusing superior cuisine, first-rate service, and community involvement.

TARGET AUDIENCE

Primary (main): Office workers, students, and residents of the nearby municipality who are searching for quick and reasonably priced meals.

Secondary: Local foodies, tourists, and event planners in need of catering.

Goals and Objectives of the Website

OBJECTIVES: Advertise the daily specials and menu at Kasi Flavor.

Make it possible for clients to make reservations or orders online.

Boost brand awareness in the neighborhood.

Make the location and contact details easily accessible.

KPIs:

Weekly total of online orders or inquiries.

Growth of social media followers through linking to websites.

The average amount of time spent on the menu.

Customer interaction using WhatsApp links or contact forms.

ANALYSIS OF CURRENT WEBSITES

Strengths: Products are displayed on the company's social media accounts on Facebook and Instagram. Weaknesses: Online ordering, branding, and professional reputation are limited by the absence of a dedicated website.

Opportunities for Development:

Make a customized, responsive website that emphasizes the menu, costs, and ways to place orders.

Make sure that the menu items, specials, and contact details are all easily navigable.

Include pictures of cuisine and genuine township atmosphere to enhance visual appeal.

Features and Functionalities of the Suggested Website

Important Pages: Menu, Specials, About Us, Home, contact details to place your order now.

Usability:

- All pages are linked by a navigation menu.
- For speedy orders, use an online order form on WhatsApp.
- Kota pictures and descriptions are displayed on the menu.
- responsive design that works well on mobile devices.
- accessible to all users (color contrast, intelligible typefaces, and alt text).

User Experience (UX) and Design

Color Scheme: Cream Brown, and Orange are warm tones that represent cuisine and township culture.

Fonts:

Headings: Bold Aptos

Body: 11-point Aptos Regular

The township's laid-back and welcoming vibe is reflected in the layout and design approach, which is lively and vibrant. Prioritize ordering convenience, lucid menus, and eye-catching food imagery.

Considerations for the User Experience:

Easy navigation, quick menu access, and ordering.

Emphasize promotions and special offers.

easy-to-read text and a consistent layout.

Low-fidelity description of wireframes:

Header: Logo, navigation links (Contact, Order, Specials, Menu, and Home)

Home Page: Call to action "Order Now," short introduction, and hero image of the highlighted Kota

Menu Page: Grid design featuring Kota names, pricing, and photos

Order Page: Online order form or WhatsApp integration

Footer: Contact information, links to social media, and business hours

Technical specifications

Domain and Hosting: kasiflavour.co.za, shared hosting (like Bluehost).

Languages/Frameworks: JavaScript, HTML, and CSS

Tools: Canva/Tiny PNG for image optimization, Git/GitHub, and Visual Studio Code

TIMELINE AND MILESTONES

The website project will take twelve weeks to complete. Project planning and proposal submission are the main objectives of the first two weeks. Gathering content, such as the menu and food photos, takes place during weeks three and four.

The HTML structure for pages like Home, Menu, Specials, and Contact is developed in weeks five and six. CSS styling, including applying the selected layout, colors, and typography, is covered in weeks seven and eight. Weeks nine through ten will see the addition of JavaScript features, such as the order form and interactive components.

Week 12 is set aside for the final review, updating the README.md file, and turning in the finished product. Week 11 is used for testing and troubleshooting across devices and browsers.

BUDGET

The website is expected to cost between ZAR 650 and ZAR 850. Depending on whether free or licensed photos are used, this comprises ZAR 150 for domain registration, roughly ZAR 400 for shared hosting, ZAR 0–200 for asset development and editing, and approximately ZAR 100 for annual maintenance.

Realistic expenses for creating, hosting, and maintaining a website for a small business are included in this budget.

REFERENCES

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