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WEBE————

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Proposal

Why FYM3021 deserves a refurnished website

Contents

Organisation Name

❖ The Organisation that has been chosen is called **"Future Youth Museum"** also known as "FYM3021".

❖ The main reason as to why this particular brand is researched and chosen is mainly because of the growing popularity in youth focused retailers as well as its equal neglect in marketing and maintenance on website building.

❖ Although the youth do mainly find these brands on social media, it is equally just as important to make interactive and easily-readable websites to attract users and customers searching for clothing brands online.

3

History of brand and its Mission

- ❖ The history of the website starts with the creator "Mniac".
- ❖ The brand was started in the year 2022, with just one teenage boy who wanted to make a difference in the South African creative and clothing industry. There were not that many brands that took teenagers into consideration. Only a plethora of clothes were targeted to young children, toddlers, babies, adults as well as tweens but never to teenagers. This brand was born to have teenagers and youth have a singular brand they can purchase from. With high quality hoodies, shirts and Sports-Wear, **FYM3021** was the foundation to teenagers in South Africa and all around the world. This brand was born to merge clothing and creativity into a singular aspect, despite the fast-pacing growth in trends and popularity. FYM3021 paved its way in staying relevant through young, teenage South African models, rappers and creators making it popular amongst youth.

4

Target Audience and Why

❖ The target audience is teenagers.

❖ The reason why this is the case is because of the lack of brands that are primarily for teenagers in South African retailers. (Anon., n.d.) Usually, brands reason with this under the notion that teenagers are constantly growing, so to have singular or primary brands under the age group would be a waste of invested money. However, the goal of FYM3021 isn't just creating a brand that is primarily for teenagers but to create long lasting clothes whilst doing so.

❖ Majority of South African brands focus on the quantity of sales they get rather than the quality. Making clothes made for South African teens extremely disposable, leading to clothes being polluted in larges streams of garbage.

❖ This brand also focuses on creating eye-catching visuals that is specifically attracting to the youth, making it fundamental to sales as well as maintaining the growing numbers in trends. The designs remain timeless to the youth especially because it is original and cannot be easily replicated by outside brands.

Website Goals and Objectives

Generating Website Leads
- The first vital issue with the current website, which tends to drive potential customers off is poor Call-To-Action or CTA.
- The goal to generate more leads is to create a section where users can sign up to a newsletter, which gives them updates to new clothing drops, price changes or promotions to improve interactions, steer the existing customers to buy more products as well as have exclusive updates to the overall brand.
- However, the only way to do this effectively is to introduce the brand to the customer, not ask them to sign up to the newsletter immediately as that will eventually drive them away. "A primary CTA is the main action you want users to take when they visit your site. It should appear in a prominent position on every page in your main navigation," (Stillgoe, 2024).

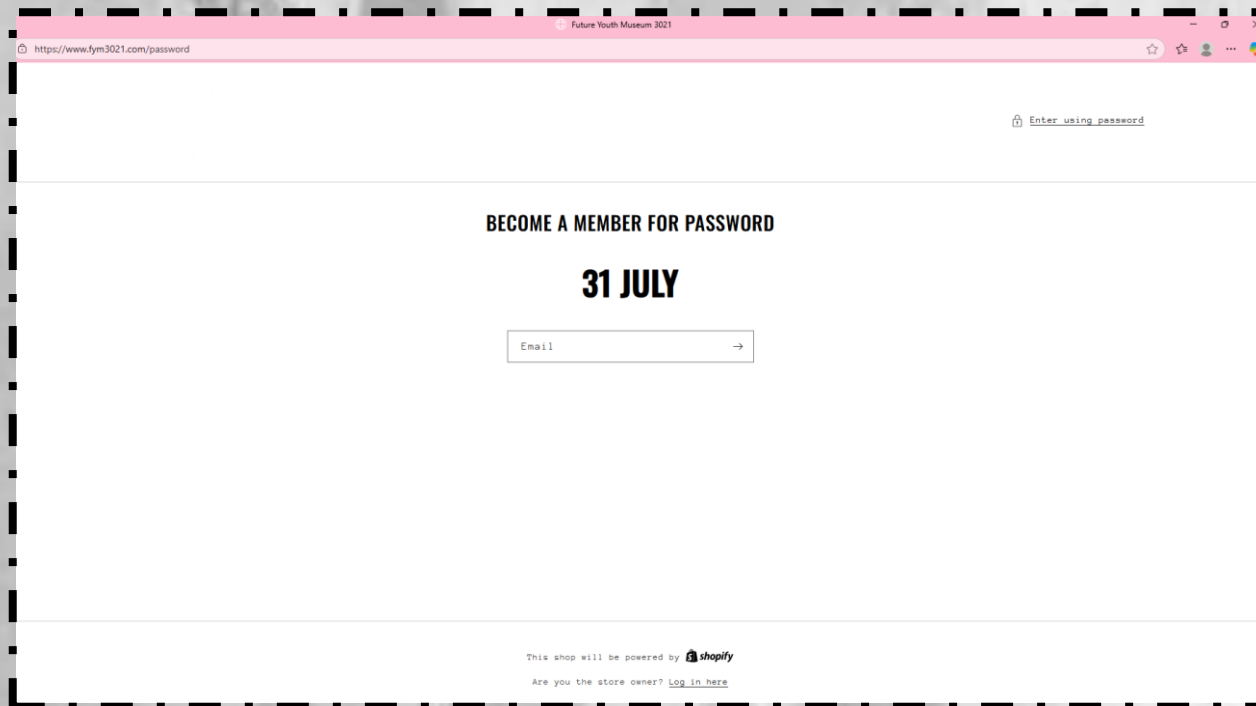**Increasing website traffic and providing valuable information**
- Users do not like wasting their time on the internet whilst scrolling for products to buy.
- Essential keywords are important to increase website traffic. This is why mentioning valuable information increases the chances of the Search Engine to pick up on the brand almost instantly. This can be done by mentioning the products being sold by FYM3021, "Hoodies", "Sportswear", "Shirts".
- However, since these three products might not make the brand or the website appear I will use the terms used to describe the clothes mentioned, "Lucid Hoodie 3021". Adding the number "3021" would be essential to the brand popping up in a vast majority of different clothing websites selling similar products and plus it is a signature move to generating more leads therefore increasing website traffic.

Using KPIs to measure success
Determining the website and business's long-term success can be used via Key Point Indicators to ensure everything runs smoothly on the marketing side.

Strengths and weaknesses of the existing website.

➢ The key strength the website has is an extremely strong website traffic increase. When you look for FYM3021, it will pop up, guaranteed because of the authenticity the brand in itself holds.

➢ The weakness of this website is the date presented is long overdue, making it look suspicious to new visitors. It has a CTA with no indication of what the users will be updated on. "CTAs are usually clear, concise and eye-catching with a message that is persuasive, motivating the audience to act." (Rock, 2024). In this instance, exclusivity is promoted, however, because the website does not have a clear indication of what is being sold, it raises suspicions making it hard to attract new loyal customers.

➢ Another weakness is the log in page being public. This makes the website extremely vulnerable to hackers who have bad intentions behind any future purchases the brand might have.
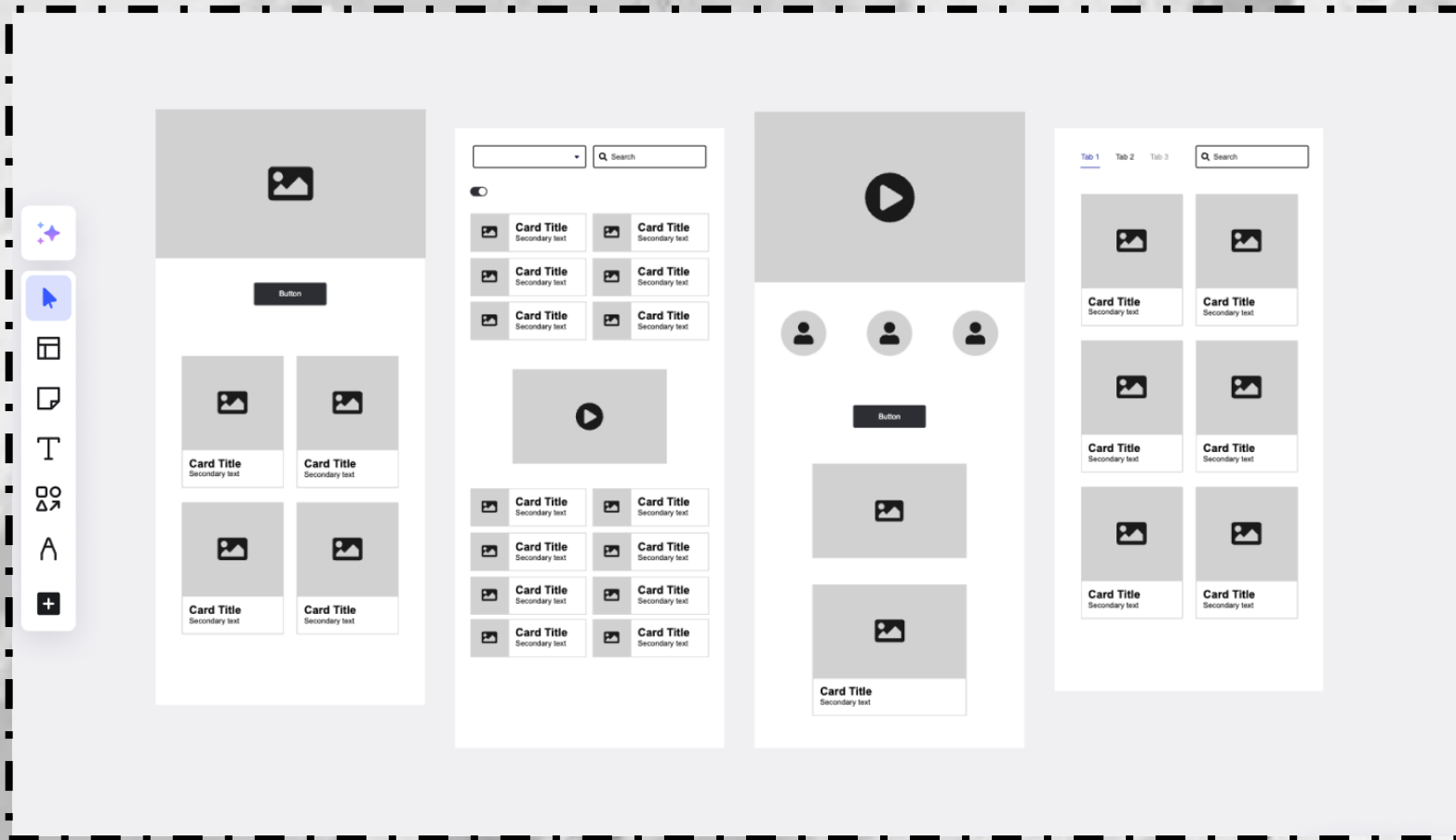
Improving the weaknesses

➢ Three major improvements that this website needs is an indication of what the brand is about, what its purpose is (About Us Section) and why it exists, to give an idea to the intended audience.

➢ The CTA would not be in the beginning of the search, the exclusivity would generally start once the customer pays and they would be encouraged by being let known of the discounts and promotions they would get after a number of items have been bought. This way, the brand keeps the loyal customers around, increasing the chances of the business gaining the traction it needs financially. Contact information is vital to ensure that the new or returning customers can fully engage and trust the site.

➢ Finally, the site would need interaction to keep customers engaged with the products being bought. This can be done through a multitude of media, updates, possibly even involving popular influencers around the age of the target audience. Since teenagers are prone to purchase from brands that are well known by the "popular kids", it would make sense for them to join in on what is trending to fit in. This can attract healthy interaction throughout the site. (KP, 2023)

Website Theme

➢ The theme chosen for the website would be a prestige feel making it organised and straightforward. The teenage audience does not entirely care about colours and overexaggerated themes to keep them engaged. However, a straightforward site where they can see what is sold without having to go through loopholes to find out is all that matters to the teenage audience.

➢ The font must be Arial, it is easy to read at any size and adaptable to translations for an international or multilingual customer.

➢ The chosen colour scheme would be black and white simply because those are the two dominant colours often promoted in the brand.

Low fidelity Wireframe

Programming languages to be used
- ➢ JavaScript
- ➢ CSS
- ➢ HTML

Timeline needed to complete
- ➢ The project will be completed for an estimate of 2 months minimum.

Website Budget

➤ The budget for the website would be at least R10 000 without the use of graphics and R48 625 with graphics (CSS and JavaScript). (Wood, 2025)

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