


GOLDEN FRUIT - NET CATALOGUE	
Document Title	GOLDEN FRUIT INITIATION BRIEF
Prepared By	Muhammed Ismail
Date Prepared:	1st March 2011
Total Allocated Project Hours	126 hours
Team Hour Cost	BWP 39
Project Price Excl. VAT	BWP 11,606.25
Project Cost	BWP 5,883
Project Duration	30 days
Client Contact:	Sipho Ntebang (Sales Manager - Project Manager) Boyd Luwe (Managing Director) Moffat Malambane (Finance Manager)
Client Tel:	5391826
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Company Description	Golden Fruit 97 Pty (Ltd) is a company registered in Botswana owned by Botswana Development Corporation (BDC). The company manufactures 100% fruit juices for the Botswana and SADC markets. Golden Fruit is situated on a 5400 sq/m plot in Boatile industrial site of Ramotswa, 20 km south of Gaborone, along the main Gaborone-Lobatse road.
Existing Website	NONE
Website Hosting ISP	TBC
Domain Hosting ISP	Botsnet
Domain Name	www.goldenfruit.co.bw
Reference Site URL	www.ceres.co.za http://www.parmalat.co.za/qa/contentother.asp?page_id=91&menu_id=102
Take from URL www.ceres.co.bw	This site is created in flash. Ignore the flash and get a sense of clean style from this site

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Take from URL http://www.parmalat.co.za/qa/contentother.asp?page_id=91&menu_id=102	notice the nutritional value information. this is what we need to include for each product.
Insert Logo	
Features / Functionality on site panel	<ol style="list-style-type: none"> 1. CMS 2. Product catalogue with category and sub-category management, as there may be more categories in future 3. Product search 4. News management
Site Map	Home, About Us, Products, News, Distributors, Contact Us
Home Page Layout Description	<ol style="list-style-type: none"> 1. use the style adopted in Ceres.co.za 2. emphasize made in botswana by using the Botswana flag 3. showcase existing customers scrolling like on outsource solutions (msg.co.bw) 4. Bonolo has the website content in a folder on Z drive. this content has to be reviewed to extract relevant content for content control sheet and content doc.
Inside Page Layout Description	maintain a standard header and footer on all pages

Product Catalogue Structure

Category	Sub-category (Flavour)	Information Page
100% Fruit Juice	Mango Mango & Orange Granadilla Guava Orange Apple Tropical Punch Pineapple & Carrot	100% Fruit Juice <Flavour> Description Nutritional Value Sizes: [Multiple Pictures with Captions] 250 ml 340 ml B 340 ml C 500 ml 1 L 2 L 4 L