**1. DOMAIN**

* The domain name, "sneakersociety.com," is the website's distinct online address.
* **Cost:** Between R 176 and R 352 annually.
* **Why?** To register and obtain the desired web address, you must pay this annual fee. Depending on the registrar and domain extension, the price may change(*Top10.com, 2025*).

**2. WEB HOSTING**

* Description: All website files are stored by this service, which also makes them available to users. Reliable hosting is essential for an e-commerce site's speed, security, and traffic management.
* **Monthly cost**: roughly R 528 to R 1,761.
* **Why?** Compared to a basic blog or portfolio website, e-commerce platforms need more reliable hosting. This price includes bandwidth, server space, and e-commerce-specific features like shopping cart functionality and payment*(website hosting costs - Bing n.d.2025)*

**3. SSL CERTIFICATES**

* Data transmitted between a user's browser and a website is encrypted by an SSL (Secure Sockets Layer) certificate. It is crucial for safeguarding consumer information, particularly when they are checking out(*SSL2BUY, n.d.2024*).
* **Cost**: Between R 0 and R 2,642 annually(*SSL2BUY, n.d.2024*)
* **Why?** An Extended Validation (EV) or Organization Validation (OV) SSL certificate is strongly advised for an e-commerce site in order to foster trust and guarantee that customers' financial information is secure. A dedicated e-commerce site might benefit from a more sophisticated SSL certificate, but many hosting companies offer a basic SSL certificate for free(*SSL2BUY, n.d.2024*).

4**. WEBSITE DESIGN**

* According to the specifications of the proposal, this comprises the website's visual layout and user experience (UX) design.
* Cost: R 78,065 to R 156,129+ (one-time cost) approximately.
* Why? This represents a sizeable portion of the budget. Professional web designers are needed to create a custom e-commerce site with an emphasis on a sleek and contemporary look. The price covers the labor required to develop a distinctive and responsive design, construct a safe and useful e-commerce platform, and incorporate features like product filters, a safe checkout, and a blog. Using a pre-made e-commerce theme can reduce the cost, but it won't be a completely unique design(Aswd 2025).

**5. IMAGES AND MEDIA**

* For an e-commerce site, especially one that focuses on a visually-driven product like sneakers, high-quality product photos, hero banners, and other visual media are essential.
* Cost: R 8,906 to R 28,226 (per project or one-time).
* Why? Professional product photography for the sneaker inventory is covered by this budget item, along with licensing costs for graphics and stock photos that will be used on the website. The quantity of products and the requirement for fresh images as the inventory changes can affect the price(Aswd 2025).

**6. CONTENT WRITING**

* Producing engaging content for the website's pages that is optimized for search engines For the purpose of building brand voice, authority, and search engine traffic, concise, SEO-optimized product descriptions and website content (Home, Shop, About Us, and Contact) are essential.
* This one-time expense, which includes creating the mission statement, "About Us" section, and captivating product descriptions that highlight special features, ranges from roughly R 8,806 to R 35,226(*Hasan 2025*).

**7. MAINTENANCE**

* **Description:** Ongoing tasks to keep the website running smoothly, securely, and current.
* Monthly cost: roughly R 13,210 to R 44,032.
* Why? This is a continuous cost for an online store. Regular security updates, bug fixes, software and plugin upkeep, performance monitoring, and possibly content and product management are all included. This is an essential investment to safeguard the website from security risks and guarantee that customers have a flawless shopping experience(*10X Digital 2025*).

**8. TOTAL COST**

* **One-Time Costs (Approximate):**
  + Design of the Website: R 88,065 to R 176,129+
  + Media and Pictures: R 8,806–R 35,226
  + Writing Content: R 8,806–R 35,226
  + One-time total: R 105,677 - R 246,581+
* **Annual & Monthly Recurring Costs (Approximate):**
  + Domain: R 176–R 352 (per year)
  + Web hosting costs between R 6,336 and R 21,132 per year.
  + SSL Certificate: R 0–R 2,642 (per year)
  + Upkeep: R 158,520 to R 528,384 per year
  + Annual Total: R 165,039 to R 552,554+

**Reference**

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