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proposal



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mosemathebothlo proposal

[Company address]

# Organisation overview

### Organisation name :

Mosemathebohlo

### background

Mosemathebohlo B.G emerged from a straightforward yet meaningful vision to simplify life and bring joy to the people of Mankweng. When the Maloleka family established the compony in 2018 ,their goal was clear, to offer the community valuable services that make a difference from a dependable transport solutions to making memorable events

With the dedication and vision, the Maloleka family continues to lead Mosemathebohlo B.G, ensuring that it leave an everlasting impact on the community for them as they bring fulfilment to those they serve.

### Our vision

At Mosemathebohlo B.G we aim to see a community where life is easy and a place where memories are made, through dependable and exceptional experiences>the compony is striving to meet the needs of people who stay at Mankweng and neighbouring towns

### Our mission

At Mosemathebohlo our goal is to help meet the needs of the people of Mankweng at any problems they might be facing

### Our target audience

* People who need transportation
* people who need catering
* people who need event planners /decorators
* people who need local vegetables

# Website goals and objectives

### our website goals

* bring more attention to our business Group – people can see our group being advertised on social media platform gaining us some traffic.
* make it easier for people to contact us – it will help with traveling cost for those who live far from the our headquarters.

### Our website objectives

#### enhance visibility

* 1. Optimize the search engines presence so it make it easy to find our business web(Mosemathebohlo )
  2. Increase our digital presence to get a profitable traffic margin

#### Safety & accessibility

* 1. We hope to meet a user-friendly standard and a secure platform with a good navigation
  2. We aim to be able to conserve our customers data and information

### Key performance indicator

Mosemathebohlo B.G is dedicated to growth and excellence by forcing on key area to improve customers experience and business practices

#### *Understanding Website Visitors:*

the compony closely monitors website traffic including the visitor source

#### ensuring customers find what they need :

Mosemathebohlo tracks service invoice and look into why some customers don’t complete transactions

#### Customers satisfaction :

The business prioritizes customers feedback, using reviews to understand strengths and weaknesses and identify area for improvement, Positive feedback is celebrated and suggestion are implement to enhance services

### Website analysis

The current website is non-existence so the would be nothing to improve from the existing website because the marketing team didn’t get it formally proposed.

### Proposed website

#### Home page

###### 1 .Home page

* + navigation bar
  + logo
  + image
  + footer

###### 2. ABOUT US

* Story and mission
* How we operate
* Why we founded the group
* footer

3.CONTACT US

* Contact form
* Email and phone number
* location
* footer

###### 4.SERVICES

* logistics
* events planer
* scholar transport
* footer

5. CONTACT PAGE

* Customer satisfaction
* Contact: WhatsApp

: Facebook

: Instagram

### Design and User Experience

##### Overall design

* The design will include a grey colour code
* Footer and headers
* An easy to navigate navigation bar
* Contact information
* Market information

##### Colour scheme

Grey, white, purple, black, aqua

##### Typography

* A font: arial or aptos
* Different headings to represent the hierarchy

### Technical design

Html

Will be used to create the structure of the website by adding divs, tables, images and word content

CSS

Will be used to create the visual effects of the website like changing the image width or adding colour

JavaScript

Will be used to add the website functions like forms and account creation and many more

### Milestone

Part one will be submitted on the 07 April 2025

Part two will be submitted on the

### **Total Budget (ZAR)**

DIY/Minimal Setup: R5,400 – R14,400

Freelancer/Mid-Level: R27,000 – R72,000

Professional/Agency Level: R90,000+

# References

**There are no sources in the current document.**

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