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# Business proposal

**Prepared by:**

ProSport Hub – Sports  
Equipment & Apparel Store  
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## ProSport Hub – Sports Equipment & Apparel Store

- **Name:** ProSport Hub
- **Brief History:** Established in 2012, ProSport Hub is a leading South African retailer of high-quality sports equipment, footwear, and official team jerseys. With a vision to promote active lifestyles, it serves both amateur and professional athletes.
- **Mission & Vision Statements:**
  - **Mission:** To equip individuals with the tools they need to achieve peak performance in sports.
  - **Vision:** To be Africa's most trusted sports gear supplier.
- **Target Audience:** Athletes, sports enthusiasts, schools, and sports clubs.

- **Goals:**
  - Increase online sales by 30% in the next year.
  - Enhance user experience for product discovery and purchasing.
  - Generate brand loyalty through educational and blog content.
- **KPIs:**
  - Monthly sales figures
  - Conversion rate from visitors to customers
  - Average time spent on product pages

- **Strengths:** Strong social media presence and brand recognition.
- **Weaknesses:** Outdated design, poor mobile responsiveness, and confusing navigation.
- **Improvements Needed:** Modern interface, fast-loading mobile layout, and a simplified shopping experience.

- Homepage with featured products and current promotions
- Product catalog with filtering (by sport, brand, price, etc.)
- Jersey customization tool
- Contact and About Us pages
- Blog for fitness and sports tips

- Secure online checkout and user accounts
- **Colour Scheme:** Blue, grey, and white (active, clean, and energetic feel)
- **Typography:** Bold sans-serif for headings, clean serif for body
- **Layout & Design:** Grid-based layout; dynamic banners; large visuals
- **UX Considerations:** Intuitive filtering, search bar, quick add-to-cart, mobile-first design
- **Wireframes:** Low-fidelity wireframes of homepage, product page, and cart

- Hosting on SiteGround or AWS
- Domain: [www.prosporthub.co.za](http://www.prosporthub.co.za)
- Stack: HTML, CSS, JavaScript (React optional), Stripe API for payments

- Week 1: Planning & Research
- Week 2: HTML Structure & Layout
- Week 3–4: Styling and Functionality
- Week 5: Testing & Refinement
- Week 6: Launch & Evaluation

- Development: R12,000
- Hosting & Domain: R1,500 annually
- Maintenance: R5,000 per year
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- Research on top-performing South African sports eCommerce sites
- Market trends and sports equipment SEO guides
- To be compiled in README.md

