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3 AUGUST 2025

# Business proposal

**Prepared for:**

Élan Jewels – Luxury Jewellery  
Boutique  
[www.elanjewels.co.za](http://www.elanjewels.co.za)  
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## 2 / Overview of Website Content and Functionality: Élan Jewels – Luxury Jewellery Boutique

- **Name:** Élan Jewels
- **Brief History:** Founded in 2017 in Cape Town, Élan Jewels is a premium jewellery store specializing in handcrafted gold, diamond, and gemstone pieces. It caters to high-end customers seeking elegant, timeless designs.
- **Mission & Vision Statements:**
  - **Mission:** To create meaningful jewellery that reflects elegance, love, and identity.
  - **Vision:** To become South Africa's premier luxury jewellery brand.
- **Target Audience:** Affluent individuals, bridal shoppers, and collectors.

- **Goals:**
  - Boost luxury online sales by 20% in the next 6 months
  - Offer an immersive browsing experience
  - Educate customers on jewellery types and care
- **KPIs:**
  - Average order value
  - Bounce rate
  - Customer satisfaction through post-purchase surveys

- **Strengths:** Strong visual branding and customer testimonials
- **Weaknesses:** Slow-loading images, lack of detailed filtering
- **Improvements Needed:** Optimized product galleries, mobile responsiveness, SEO for bridal collections

- Hero image carousel with seasonal collections
- Product catalog (by collection, material, and occasion)
- Jewellery customization request form
- Live chat support

- Blog on diamond grading and jewellery trends
- Secure checkout with product insurance option

## 8. Technical Requirements:

- **Colour Scheme:** Deep burgundy, cream, and gold accents (luxury and elegance)
  - **Typography:** Elegant serif fonts for headings, minimal sans-serif for body
  - **Layout & Design:** Focus on white space and high-quality product photography
  - **UX Considerations:** Wishlist, zoom-in feature, easy checkout
  - **Wireframes:** Homepage, product details page, custom request page
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- Hosting on Bluehost or Shopify
  - Domain: [www.elanjewels.co.za](http://www.elanjewels.co.za)
  - Stack: HTML, CSS, JavaScript (or Shopify template), with integration for secure payment gateways
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- Week 1: Brand identity and content planning
  - Week 2: HTML and layout setup
  - Week 3: CSS styling and responsiveness
  - Week 4: Functional elements (forms, gallery, checkout)
  - Week 5: Testing and adjustments
  - Week 6: Go live
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- Development: R15,000
  - Hosting & Domain: R2,000 per year
  - Maintenance: R6,000 per year
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- Luxury brand design inspiration
  - E-commerce jewellery trends
  - Shopify documentation
  - Will be compiled in the README.md

