



ROSEBANK

COLLEGE

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[Organization overview](#)

Name of Business – Sneaker Mode

Brief History of the business

This business was founded in 2019 by Nwabisa Faith Memani. Business sales started generating online on social media platforms like Tik-Tok and Facebook where we got the name of the business as well. In the mid of 2021 I opened a physical store at Walmer Park we rented out a sport there.

Mission

The mission of Sneaker Mode is to grow their community and online presence, possibly throughout Port Elizabeth, London, UK and Cape Town while our objective is to become a premier location for the purchase, sale, and trading of high-end sneakers and streetwear. We want to give our customers an outstanding shopping experience and establish enduring bonds with them. Additionally, we prioritize sustainability by extending the lifespan of the high-quality sneakers we deal with.

Vision

Sneaker Mode envisions a future where we, as a company, are a significant player in the sneaker and streetwear industry, broadening our impact and presence. This involves expanding our own digital footprint, possibly opening stores in new areas (such as Central London, or throughout the UK and Europe), and fostering a bigger community of sneaker enthusiasts here in Port Elizabeth. Additionally, our strategy to grow the online consignment business enables us to provide a broader range of products in our store.

Target Audience

Anyone with from the age group of 15 to unlimited age individuals who are fashion forward and trend conscious. Sneaker collectors' individuals who are enthusiastic, who value exclusivity and limited releases. Sneaker collectors are people who will mostly pay premium prices for rare sneakers. Parents buy for their kids and themselves if they are into sneakers teen and young adults' parents. Athletes and Fitness enthusiasts' sneakers for performance for running, basketball and gym training. Community -driven like an online forum sneaker drops and collaborations.

Goals and Objectives

Brand Awareness - Creating awareness establishes familiarity, which builds trust and positions your brand as a reliable choice when customers are prepared to plan.

Market Share Growth - Boosting your share entails gaining a bigger slice of the market's clientele, frequently by exceeding rivals or venturing into new sectors.

Lead Generation - An effective lead generation strategy guarantees connecting with the appropriate audience—individuals who are interested in sneaker offerings and have the potential to become paying clients.

Customer Engagement - Involved customers are more inclined to buy, suggest the brand to others, and remain loyal in the long run

Website Strength and Weakness

Strength

- ❖ Just has a simple navigation with just product categories
- ❖ Mobile responsive to some degree (Juan 2023).

Weaknesses

- ❖ Information was there outdated.
- ❖ Very weak product pictures and this decreased buyer's confidence.
- ❖ Lacked modern e-commerce looks and feels.
- ❖ The size, brand, and color there were no products filtering (Juan 2023).

Areas to improve based on weakness

- ❖ We'll have to introduce a modern stylish design that aligns with sneaker culture.
- ❖ Have high-resolution product photography
- ❖ Allows updated information on website for customers to know.

Proposed website features and functionality

- **Index page** – the index page typically includes components that assist users in navigating the website, such as a menu or links to various sections. Like the contact page index page is the first page users see when accessing our website (homepage) (namecheap,2025).
- **About us page** – the About Us section on the website offers a story regarding the business and the person that created it. It is a specific area that communicates the company's background mission, values and individuals behind it, with the goal of fostering trust and captivating visitors through an engaging brand narrative (Holcombe, J. 2021).
- **Contact page** – Acts as a direct communication link for visitors to engage with the business owner or business it has the business contact details, email address and calls to action (CTA) CTAs employ engaging language to direct users to the subsequent action in the sales or marketing journey, such as "Shop Now," "Join Us," or "Get Our Guide." (Hotjar. n.d.).

- **Services page** – A service page on the website is a specific page that offers comprehensive details regarding one service or multiple services provided by a company like the shipping option and the total cost of the items a user has ordered (Rok Krivec 2024).
- **Enquiry page** – A enquiry page offers since this a sneaker business and the website this page guides users on the shoe sizes and the return policy of the store.

Design and user experience (UX)

Easy Navigation – Make sure your website's navigation is user-friendly and easily visible on mobile devices, since a large share of traffic originates from mobile users.

High-quality photography – Display sneakers from various perspectives using high-quality, detailed photographs.

Mobile first approach –mobile – Guarantee that the site is entirely responsive and delivers an ideal experience across all devices, particularly mobile.

Detailed product pages - incorporate detailed product descriptions, specification, sizing details, customer feedback and several high-resolution images.

Fast loading speed – Enhance website efficiency for fast loading speeds, essential for a favorable user experience.

Excellent customer services –

Offer various avenues for customer assistance, such as email or messages.

Layout –

- **Minimalist design** – incorporate plenty of white space to highlight products and prevent visual overload.

Color scheme:

- **Primary** – Neutral hues such as white and light gray offer a tidy appearance.
- **Secondary** – black contrast is the second option

Typography:

- **Headings** – Main headings (H1) need to be notable larger than subheadings.
- **Body text** –For the text on sneaker website, focus on ensuring it is easy to read and clear using h2 (heading 2).
- **Hierarchy** –H1 – is used for main headings

- **H2** – Used to write down body text like a paragraph.

Technical Requirements:

- Domain Name: www.sneakermode.com

Programming Language and Frameworks:

- Frontend – Html
- Backend - Server, Application and Database.
- Database - Using MySQL for database.
- E-commerce Integrating - Secure payments gateways, analytics and reporting and content management system (Right Click Media. 2023).

- **Security:**

HTTPS and SSL Certificates:

Make sure your site employs HTTPS, as it secures communication between the user's browser and your server.

TLS/SSL Encryption:

Utilize Transport Layer Security (TLS) or Secure Sockets Layer (SSL) to secure data through encryption and a two authentication (HOSTAFRICA, 2021).

Timeline and Milestone

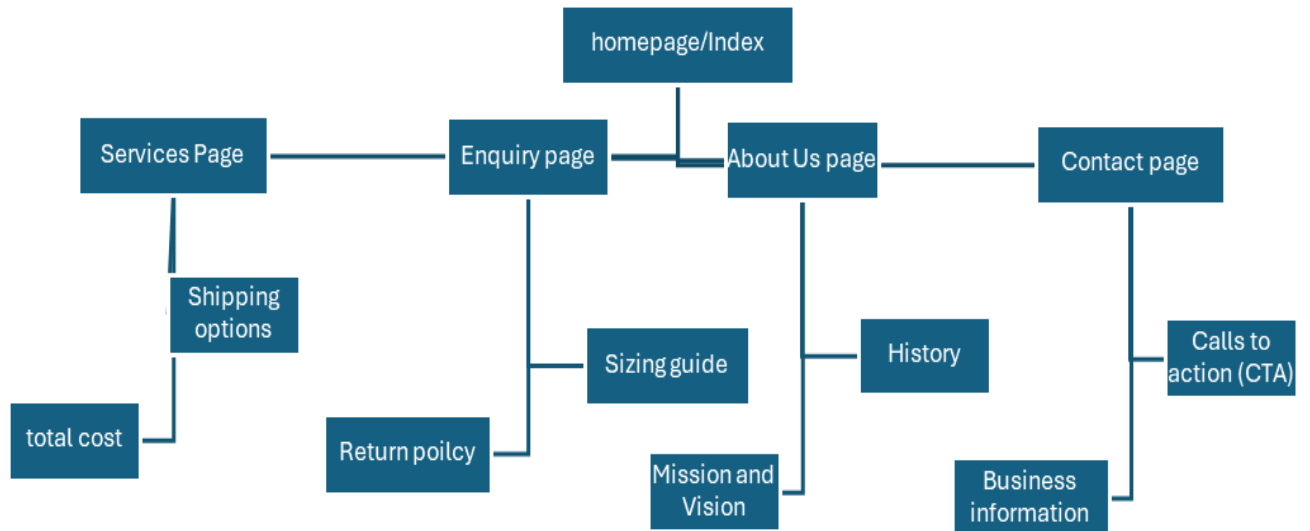
Project Duration – 3 months

Milestones	Duration
Plan initiation	1 week
Gather Content Requirements and build website structure	2 weeks
Choosing a platform and Domain Name and developing a sitemap and wireframes	1 week
Developing functionality and features	1 week
Internal Review and Feedback	1 week
User Acceptance Testing (UAT)	2 weeks
Internal Testing and Quality Assurance	1 week
Final Review and Approval	1 week
Website Launch	1 week
Monitoring Website Performance	2 weeks

Budget

Item	Cost Estimate
Domain Name (annual)	R269
Shared Hosting (12 months)	R480
Domain Validated (DV) SSL Certificate	R900
Design (wireframes, UI, UX)	R1050
Testing	R5000
Maintenance (annual)	R2,500
Total Budget	R10199

Sitemap



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