



GLOBAL
SHAPERS
COMMUNITY
TSHWANE

Business Study for Global Shapers Tshwane Hub

Business Overview:

The Global Shapers Tshwane Hub is a community-focused NGO affiliated with the World Economic Forum. It engages young leaders to drive change through impactful community projects. Key focus areas include:

- **Youth Empowerment:** Providing leadership training and opportunities for youth.
- **Digital Literacy:** Enhancing skills in technology to bridge the digital divide.
- **Sustainable Development:** Projects aligned with the UN's Sustainable Development Goals (SDGs).

Current Online Presence:

- **Social Media Channels:**
 - Instagram: Regular updates on events, projects, and community activities.
 - Facebook and LinkedIn (potential platforms to explore for outreach).
- **Website:** Currently, there is **no centralized website**. Social media serves as the primary communication channel, which limits the ability to provide detailed project updates or host interactive content.

Analysis:

Strengths:

- Active social media presence with engaging visuals.
- Strong connection with the community through events and campaigns.

Weaknesses:

- Lack of a comprehensive platform to centralize information.
- Limited functionality for potential donors, volunteers, or event attendees to engage online.

- Absence of a searchable project archive or event calendar.

Improvement Suggestions:

1. **Centralized Information Hub:**
Develop a website to host detailed descriptions of projects, team profiles, and organizational goals.
2. **Enhanced User Experience:**
 - Add volunteer sign-up and event registration forms.
 - Streamline communication with interactive contact forms and FAQs.
3. **Showcasing Impact:**
 - Include a gallery or testimonials to highlight success stories.
 - Embed a blog or news section for regular updates.

Proposed Website Features:

Feature	Description
Home Page	Highlights mission, key projects, and recent activities.
About Us	Includes organizational goals, team profiles, and partner information.
Projects	Showcases past and ongoing initiatives with images and progress updates.
Get Involved	Volunteer form, donation options, and ways to join the community.
Events	An interactive calendar or event listing with registration forms.
Contact Us	A form for direct inquiries and links to social media pages.
Interactive Features	Image carousel for project highlights and a JavaScript-based event registration system.

Conclusion:

The proposed website will serve as a centralized platform, enhancing Global Shapers Tshwane Hub's online presence. It will improve engagement with the community and provide a professional digital space for showcasing their impact.