"YOUTH ENTREPRENEURSHIP AND SUSTAINABLE FASHION: EXPLORING THRIFTING AS A BUSINESS MODEL THROUGH TERAY STUDIOS"

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Summary

This proposal outlines the development of a professional website for Teraystudios, a sibling-run thrift brand in South Africa. The website aims to expand nationwide reach, enhance brand credibility, and provide customers with an accessible, sustainable, and stylish online shopping experience.

Organisation Overview

Teray Studios is a sibling-run thrift brand based in South Africa, created to redefine how people shop secondhand. What began as a shared love for fashion has grown into a movement that promotes affordable, sustainable, and stylish clothing.

The business started by curating unique thrift pieces from local markets and quickly attracted young consumers looking for fashionable but budget-friendly options. Over time, Teray Studios has become more than just a brand – it is a community that values self-expression, sustainability, and individuality.

Mission Statement

Our mission is to make secondhand fashion the first choice for young South Africans. We aim to provide bold, timeless, and affordable pieces that boost confidence while reducing the harmful effects of fast fashion.

Vision Statement

Our vision is to position Teray Studios as South Africa's leading thrift movement, offering students, young professionals, and vintage lovers access to stylish and eco-conscious clothing at affordable prices.

Target Audience

Our main audience includes university students, college youth, and thrift enthusiasts. They are style-conscious, budget-aware, and motivated by sustainability. By serving this group, Teray Studios stands at the intersection of fashion, affordability, and environmental responsibility.

Website Goals

1. Expand our market reach across South Africa, ensuring the brand is not limited to Johannesburg.
2. Build a reputation as a reliable thrift store that provides unique and high-quality products.
3. Develop a website that stands out from other thrift stores, reflecting the creativity and values of Teraystudios.

Website Objectives

1. Create a mobile-friendly and easy to navigate site with a smooth user experience.

2. Improve online visibility so that most thrift-related searches lead to our website.

3. Provide a space for customer interaction, where style ideas and opinions can be shared to build a sense of community.

Current Website Analysis

Currently, Teraystudios does not have a website.

Proposed Website Features

- Homepage: Highlighting new drops, featured items, and a welcome message.
- About Us Page: Sharing our story, mission, and values. Shop Now Page: With product categories for men, women, kids, and sale items.
- Contact Page: Including a form, email, and links to TikTok, Instagram, and Yaga.
- Cart and Checkout: Offering secure and simple online payments.
- Search and Filter Tools: Allowing customers to quickly find what they need.

Design and User Experience

The design will reflect a clean thrift aesthetic using our main colors (green, yellow, and white). Fonts will be bold and easy to read, while layouts will focus on neat product grids and high-quality images. The navigation bar will stay simple with Home, Shop, About, and Contact tabs, making the website clear and user-friendly.

Technical Requirements

The website will be built with HTML, CSS, and JavaScript, connected to an e-commerce platform like Shopify, E-Bay, Yaga and Depop. This ensures easy management of products, payments, and updates.

 A custom domain (www.teraystudios.co.za) and reliable hosting will also be needed.

Timeline

- Weeks 1–2: Research and design.
- Weeks 3–4: Build main pages.

- Week 5: Add e-commerce features.
- Week 6: Test on desktop and mobile.
- Week 7: Make final adjustments and launch.

Budget

- Domain and hosting: R1,000–R1,500 per year
- E-commerce setup: R2,500–R3,000
- Development and design: R5,000–R7,000

Total Estimated Cost: R8,500–R11,500

References

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