



URBAN THREADS
INC.

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P R O P O S A L

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Prepared by
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ORGANIZATION OVERVIEW

The fictional apparel store Urban Threads is situated in Cape Town, South Africa. Since its 2020 opening, it has established a reputation for providing young adults with fashionable yet reasonably priced apparel. The store's goal is straightforward: offer stylish, well-made items that encapsulate the spirit of city life. In order to reach a larger market, Urban Threads intends to expand into internet sales in the future. People between the ages of 18 and 35 who are interested in fashion make up the majority of its clientele.

WEBSITE GOALS AND OBJECTIVES

1

The store will be able to start establishing an online presence and grow beyond its current physical location thanks to the new website.

2

Launching a digital catalogue, raising sales by roughly 15%, and improving brand awareness are the main goals. Monthly online sales, engagement levels, and the quantity of email sign-ups will all be used to gauge progress.

CURRENT WEBSITE ANALYSIS

1

Since Urban Threads does not yet have a website, it is more difficult to draw in customers who prefer to shop online.

PROPOSED WEBSITE FEATURES

1

- Homepage with rotating promotional banners
- “About Us” section telling the brand’s story
- Product catalogue organized into categories
- Order form for placing purchases
- Contact page with enquiry form and store map

DESIGN AND USER EXPERIENCE

Using black, white, and gray as a foundation and striking red accents to draw attention to important components, the design will be simple and contemporary. The layout will be centered on large, excellent photos. For headers, the font will be bold, and for body text, it will be easy to read. Simple navigation will make it easy for customers to locate products or add items to their cart.

TECHNICAL REQUIREMENTS

Domain: urbanthreads.co.za (fictional)

Hosting: cloud-based service

Technologies: HTML, CSS, JavaScript

PROPOSED TIMELINE

WEEK 1 ● Research and
content collection

WEEK 2 ● Wireframes and
design mockups

WEEKS 3–4 ● Development of
pages in HTML/CSS

WEEK 5 ● Testing, final
tweaks, and launch

PROPOSED BUDGET

Estimated Budget: R5000	Value	%
Domain	R120/YEAR	3%
Hosting	R1,200/YEAR	24%
Maintenance and content creation	R3,650	73%

MEET OUR TEAM



Shiaan Julius

Founder
Web Developer
Business
Manager



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