**PROJECT PLAN**

Thabo Mashao Nare

WEB DEVELOPMENT ASSIGNMENT

PART 1

ST10482283

Contents

[DESCRIPTION 2](#_Toc193100304)

[Funding 2](#_Toc193100305)

[Business 2](#_Toc193100306)

[REASON FOR THIS NGO 3](#_Toc193100307)

[Logo (Info) 4](#_Toc193100308)

[4](#_Toc193100309)

[Why did I choose this logo? 4](#_Toc193100310)

[Idea of the logo. 5](#_Toc193100311)

[Website Assets 5](#_Toc193100312)

[Hardware 5](#_Toc193100313)

[Software 5](#_Toc193100314)

[Data Assets 5](#_Toc193100315)

[User-Generated Asset 5](#_Toc193100316)

[Intellectual Property 6](#_Toc193100317)

# DESCRIPTION

Influencer Mania is a platform that provides others with a platform. An opportunity for many aspiring content creators to bask in the spotlight and become one of the stars. It is driven solely by thousands of dreams and hopes.

It recognizes talent and it does its best to find ways to use it to its fullest potential. Influencer Mania is a non-profit organization dedicated only to helping and improving social media talent. With the combination of both the user and this organization the results may be amazing.

## Funding

We have partnered with countless sponsors to make this into reality. The majority of which are influencers/content creators themselves. They contribute their time and finances toward the course.

There is also a requirement to donate a certain amount towards this foundation, this requirement applies to content creators with more than 500 thousand Followers on a platform and earning more than 20 thousand rand a month. They donate 2.3 percent of their funds towards helping people to reach their goals

## Business

Once you have been accepted, we will evaluate what you need and provide you with the necessary training, advice and equipment you may need to move forward. We will provide you with space (depending on your content) to film/record and become creative with high-end equipment.

You will gain authorized Access to company equipment yet the proceedings in which you make while under our contract will be managed by the company and distributed to you. Accepted applicants will also get the chance to talk to their favourite content creator for an hour and get advice from them (it will be filmed for the site). 25% of the proceeding will be moved towards donation centres and areas in need of help.

(Brandon Advisor, 2025)

# REASON FOR THIS NGO

***What is an NGO?***

(Anon, 2022)

Non-governmental organizations, or NGOs, were first called such in Article 71 in the Charter of the newly formed United Nations in 1945. While NGOs have no fixed or formal definition, they are generally defined as nonprofit entities independent of governmental influence (although they may receive government funding).

So many possess the talent to create and yet are not able to utilize it based on their limited resources and financial situation. This is an opportunity for the youth to monetize their creativity and do what they love best.

I too would personally benefit from this NGO, because I have experienced what it like to not have the space, equipment and therefore leading to lack of motivation to continue to create the content I desire. I lacked help, and that is something I don’t want any child to experience.

This opportunity also reduces poverty and unemployment rates as in provides creative people who weren’t or aren’t academically fortunate with a way to make a living and sustain a good life in our current economy. As is it a wonderful opportunity.

# Logo (Info)

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## Why did I choose this logo?

This logo embodies the vision and mission of this NGO, it is aesthetic, simple, efficient and well crafted. The aim to create a certain aesthetic life for everyone involved in Influencer Mania.

## Idea of the logo.

The idea stemmed from my vision to become an influencer. The colour an Aesthetic represent what I see for myself in a few years time

# Website Assets

## Hardware

1. Data Storage Devices
2. Network equipment (router)
3. Computer

## Software

1. Wi-Fi/Internet connection
2. Coding Application (HTML/CSS)
3. Video and audio files
4. Website design layout
5. Images
6. Written content
7. footer

## Data Assets

1. Customer data
2. Website analytical data

## User-Generated Asset

1. User reviews and ratings
2. Social media content
3. Product data

## Intellectual Property

1. Trademarks
2. Copyrights
3. Patents

# Website Structure

# Breaking Down Website Structure

**🔹 1. Navigation Bar (All Pages)**

* Logo linking to homepage
* Menu with links: Home, Services, About Us, Gallery, Contact Us

**🔹 2. Pages & Content**

**🏠 Home Page**

* Introduction to Influencer Mania
* Sections:
  + **About IM**
  + **Funding** (info on sponsors and donation rules)
  + **Application & Status Check** (eligibility and how to apply)
  + **Business** (benefits after acceptance)

**🛠️ Services Page**

* **Operational Hours**
* Detailed list of **services offered**, including:
  + Training & Development
  + Access to Equipment
  + Mentorship & Networking
  + Charitable Giving
  + (❗Missing) Monetization Support details

**🧍 About Us Page**

* Explains the **mission**, **vision**, and **impact** of Influencer Mania
* Emphasizes **community**, **support**, and **social impact**

**🖼️ Gallery Page**

* Images with motivational captions related to:
  + Influence
  + Recognition
  + Money
  + Control over social media platforms

**📞 Contact Us Page**

* Contact info: Email, Phone, WhatsApp, Instagram
* Message inviting users to connect and follow

**🔹 Footer (All Pages)**

* Social icons (WhatsApp, Instagram, Twitter, Phone)
* Copyright: © 2025 Junior Nare

# Website Content

1. Homepage
2. Services
3. Gallery
4. Contact us
5. About us

# Operational hours

**Mondays-Fridays** open from ***9am-7pm***

**Weekends** open from ***9am-4pm***

**Public Holiday** open for ***Online Services Only***

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NGO idea

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