MGB Logisticts

WEB DEVELOPMENT

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Website Project Proposal 1 – MGB Logistics

1. Organisation Overview

Name: MGB Logistics

Brief History:
MGB is a logistics company which was found by 3 boys who attended the same high school & the first ever delivery was a local delivery which was from Midrand,Gauteng to houghton which a delivery which was delivered by a car with staff of 3 men that targeted small businesses and offered same-day delivery. Over time, services have expanded to include nation-wide freight transportation, logistics and warehousing, and cross-border delivery into nearby countries. The company is very pleased of its reliability, speed, and outstanding client service.

Mission Statement:
"anywhere you are we deliver on time and on schedule"

Vision Statement:
"To be the most trustworthy logistics partner in Southern Africa, acknowledged for our creativity, productivity, and client fulfillment.

Target Audience:

• Small and medium-sized businesses seek delivery services.
• Internet wholesalers who require storage and shipping.
• The business sector for major freight and distribution.
• Customers seeking privacy and immediate shipment delivery.

2. Website Goals and Objectives

Goals:

• Promote internet presence and draw in new clients.
• Provide a delivery tracking and management tool.
• Outline the offerings and service areas.
• For enhanced customer service, use contact forms and live chat.

Objectives:

• Build a responsive and user-friendly website.
• Offer an online registration and reference form.
• Allow users with the ability to track in real time.
• Introduce a blog section with advise on logistics and company updates.

Key Performance Indicators:

• In less than six months, a 20% increase in traffic to the website.
• Online service requests increased by 15% in the first year after launch.
• Lower customer service calls by 10% using online self-service alternatives.

3. Current Website Analysis

Currently MGB Logistics just has a straightforward webpages with contact details.
Strengths:

• **Own a working email address and phone number.**
• **Mobile-friendly.**

Weaknesses:

• An outdated design with incompatible advertising.
• There is no way to make arrangements or access service details.
• No tracking mechanism is available.
• Insufficient internet marketing outcomes.

4. Proposed Website Features and Functionality

- **Homepage** – Header, company slogan, call-to-action buttons.

- **About Us** – History, mission, vision.

- **Services** – Detailed service description.

- **Tracking Page** – Parcel tracking by reference number.

- **Contact Page** – Locations map contact form, and phone/email.

5. Design and User Experience

Colour Scheme:

- Primary: Dark Blue (#003366) – trust and professionalism.

- Secondary: light blue (#FF6600) – energy and efficiency.

- Accent: White (#FFFFFF) – clarity and simplicity.

Typography:

- Headings: Poppins Bold (modern, readable).

- Body Text: Open Sans Regular (clean, easy to read).

Layout and Design:

• A straightforward organized design with an easy-to-use navigation bar.
• Very good imagery with a logistical theme.
• Visible call-to-action buttons.

6. Technical Requirements

- Hosting: Mid-tier web hosting package with SSL certificate.

- Domain: mgb-logistics.com.

- Languages: HTML5, CSS3, JavaScript, PHP (for forms and tracking integration).

7. Timeline and Milestones

- Week 1–2: Content gathering and wireframe creation.

- Week 3: Homepage and About Us page design.

- Week 4: Services and Contact pages development.

- Week 5: Booking form and tracking integration.

- Week 6: Testing, SEO optimisation, and launch.

8. Budget Estimate

- Web design & development: R12 000

- Hosting & domain (annual): R1 500

- Tracking integration: R4 000

- Maintenance (annual): R3 000
  Total: R20 500

9. References

- MGB Logistics (internal documentation & interviews).

- South African logistics industry reports (2024).

- Public domain logistics images from Unsplash.com.

3.Conduct Research and Sourcing

- ○ **Organisation's Website**

As of right now, MGB Logistics is missing a fully functional company website. There isn't much of an internet presence, largely limited to business listings and social media updates. This difference highlights the importance of a modern, well-organized website to offer a more solid online image.

- ○ **Social Media Content**

-Common characteristics found in research on nearby companies in logistics that are similar to MGB Logistics and connected industry platforms on Facebook and LinkedIn include:
- Highlights of the services (cross-border freight, storage, domestic courier)
-Measures of customer trust, such as years of business, family-owned values, and reasonably priced solutions
-Customer engagement techniques (publishing information about contact details, seasonal discounts, and delivery coverage)
MGB Logistics can change this content strategy to project a reliable and approachable brand on the internet.

- ○ **Public Domain and Creative Commons Resources**

-Free stock photos of trucks, warehouses, and delivery operations may be found on Photoshop & Unsplash.
-Font Awesome: Free icons for use in contact and service areas, including trucks, warehouses, envelopes, and location pins.
-Google typefaces: Free typefaces for readability and brand consistency (Open Sans for body text, Montserrat for headers).

- ○ **Original Content Creation**

Since MGB Logistics is a developing small to medium-sized business, some of the information on its website needs to be updated to better appeal to its target audience:

-Home Page: Call-to-action language and a brief slogan, "Reliable Logistics Solutions Across Southern Africa."
-About Us Page: Mission and vision statements, history since 2016, and a brief business description.
-Services Page: Detailed explanations of cross-border, freight transport, and domestic courier services.
-Contact Page: Address, phone number, email, business hours, and customer service message.

4.Sitemap

MGB LOGISTISTICS

- **Home**
- **About Us**
- **Contact us**
- **Services**
- **Order Here**
- **Tracking**

Home
-Hero banner with company tagline
-Overview of services
-Quick links to tracking, booking, and contact

About Us
-Company overview
-Mission, Vision, Values

Contact us
-Contact form
-Office locations & maps

Services
-Services offered
-Air frieght
-Road freight
-Sea Fright
-Express deliveries

Order Here
-Order page
-order type
-order quantity
-order location

Tracking
-Track order
-Order location
-Order destination
-Live tracking map