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glowessence naturals

**Background of business**

GlowEssence naturals was born in 2025 from passion for natural haircare. The fonder, after years of struggling with dry and chemically damaged hair, researched traditional remedies and crafted a blend of shea butter, argan oil, and essential herbs. When close friends and family experienced remarkable improvements, the idea of launching a business was born.

The business started small, producing products from home and selling at local community events. With growing demand, GlowEssence naturals positioned itself as a brand that celebrates affordable luxury, natural beauty, and sustainable haircare solutions tailored for African and relaxed hair textures.

**Objectives :**

1.Develop high-quality, chemical-free hair products.

2.Build strong brand recognition locally and online.

3.Expand product lines beyond oils into shampoos, conditioners, and treatments.

4.Educate customers on natural and healthy hair care practices.

5.Partner with salons, barbershops, and beauty retailers.

6.Establish a strong online presence with engaging social media and e-commerce.

7.Adopt eco-friendly practices in packaging and production.

**Mission**:

1.To empower individuals by promoting confidence through healthy hair.

2.To provide safe, effective, and affordable haircare alternatives.

3.To celebrate natural beauty and cultural heritage through haircare.

4.To ethically source ingredients while supporting local suppliers.

5.To create awareness about sustainable beauty practices.

6.To educate communities on maintaining healthy hair routines.

7.To inspire trust and loyalty through quality, transparency, and authenticity.

**Goals :**

1.Launch GlowEssence Hair Revival Oil successfully as the flagship product.

2. Develop at least 3 new products within 2 years (conditioner, leave-in cream, shampoo).

3.Secure 15 salon/retail partnerships in the first 18 months.

4.Reach 5,000 loyal customers in 2 years.

5.Grow a strong online community of 20,000+ followers across platforms.

6.Expand into at least 3 neighboring countries within 5 years.

7.Achieve profitability by the end of the second year.

**Timeline and Milestone**

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* Year 1 (2023–2024):
  + Finalize product formulation and branding.
  + Register business and secure licenses.
  + Launch GlowEssence Hair Revival Oil.
  + Build online store and social media presence.
  + Achieve 1,000 product sales.
* Year 2 (2024–2025):
  + Introduce conditioner and leave-in cream.
  + Partner with 10+ salons and retailers.
  + Reach 2,500 repeat customers.
  + Launch marketing campaigns with influencers.
* Year 3 (2025–2026):
  + Expand into local retail chains.
  + Launch shampoo product line.
  + Host 5+ community haircare workshops.
  + Reach 10,000 online followers.
* Year 4 (2026–2027):
  + Expand into regional markets (neighboring provinces/countries).
  + Release styling products (gel, edge control).
  + Increase production capacity.
* Year 5 (2027–2028):
  + International expansion.
  + Build a sustainable packaging line.
  + Reach profitability milestones and grow into a recognized African haircare brand.

**Budget :**

Category Cost (ZAR)

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| --- |
| Product Development (ingredients, testing) R50,000  Packaging & Branding (labels, bottles, logo) R30,000  Marketing & Advertising (social media, flyers, influencers) R40,000  Website & E-commerce Setup R20,000  Equipment (mixers, storage, bottling tools) R25,000  Legal & Licensing (permits, business registration) R15,000  Initial Stock Production (700 units) R50,000  Miscellaneous / Emergency Fund R20,000 |

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| Total R250,000 |

**Current website analysis:**

Strengths:

Intuitive Navigation: Easy-to-use menus and logical layout.

Mobile compatibility: Flawless performance on all device types.

Rapid load times: Quick loading to reduce user abandonment.

Cohesive branding: Consistent use of visuals to build trust.

High-Quality contest: Relevant and valuable information for users.

Weaknesses:

Low accessibility: non-compliance with standards for users with disabilities.

Outdated design: cluttered pages with excessive elements that create a poor user experience.

Slow performance: unoptimized content that hinders speed, especially on mobile.

Poor SEO: lack of basic optimization, reducing search engine visibility.

Inadequate security: absence of features like HTTPS, eroding user trust.

**Technical requirements:**

1.HTML, CSS and

**Design and user experiences**

Color scheme: white with a touch of gold and black details

Typography: Roboto and open sans, typeface/font and line spacing, letter spacing and alignment.

Layout and Design: Balance and Alignment, white space, visual hierarchy

User experience considerations: Usability, Accessibility, consistency, navigation and information architecture and performance and speed.

Develop low-fidelity wireframes to visualize the website’s layout and information hierarchy:

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