

## GROUP 5



# BEAUTY BOX



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#### Our Team:

#### Front row:

- Bianca Kubayi
- Andile Mabaso
- CLIENT (Mireille Umhuoza)
- 

#### Back row:

- Wazy Lubisi
- Rofhiwa Munzhedzi
- Rohann Rossouw

### **Deliverable 1 – Project Proposal**

The purpose of this project proposal is to describe our client, the current business problem he is facing and a solution for it. This document is composed of the following: a client description, project request, preliminary investigation, problem analysis, requirements analysis and a feasibility study.

An in depth research of our client's business needs is conducted, and innovative ideas are brought forward. We aim to convince our client that our solution will be best suited for his business, by minimizing his administrative task and implementing a tagging system that will be unique in his business field

#### CLIENT DETAILS:

Name: Mireille Umhuoza (Owner)  
Contact details: +27 76 657 6806  
Name of the business: BeautyBox

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INTRODUCTION

## PROJECT TITLE

Website Development Projects for Flight Magazine

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## CLIENT INFORMATION

The BeautyBox is a business that sells a range of beauty products, from makeup and hair products to jewellery and sunglasses. The BeautyBox also offers services from nail technicians and lash technicians, services such as brow tinting, lash extensions, buff and shine, acrylic nails and more. It also offers a freelance space for any makeup artists, wig installations or anything else people would like to sell or offer as a service in the BeautyBox.

The BeautyBox was founded in 2020 by our client (Mireille Umuhoza) with her partner, with the objective to establish a place where women can go to feel glamorous and appeal to their aesthetic of self-love. This influenced the environment that our owner decided to establish the BeautyBox in. It was opened in Hatfield, inside Hatfield Square 2.0, a vibrant lively place that is accessible to a variety of people. There are many students around the area and people of working class who go to Hatfield Square 2.0 and this made it an appropriate place to build a customer-base.

The business only has one employee who handles the sales in the absence of our client and it only offers working space to three nail technicians and two lash technicians who are independent and not official employees of the BeautyBox. The owner manages most of the business tasks herself.

The BeautyBox has an Instagram page where it advertises its products, beauty fair events, and the work done by the lash and nail technicians. It included the business's location and working hours, as well as a website where customers can make online orders.

### BUSINESS CONTACT DETAILS:

- CONTACT NUMBER: +27 76 657 6806
- EMAIL: BEAUTYBOXPTA@GMAIL.COM
- WEBSITE: WWW.BEAUTYBOXPTA.COM
- INSTAGRAM: [HTTPS://INSTAGRAM.COM/BEAUTYBOX\\_PTA?IGSHID=YMMYTA2M2Y=](https://instagram.com/BEAUTYBOX_PTA?IGSHID=YMMYTA2M2Y=)

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## PROJECT REQUEST

The meeting and discussion held as a group with our client, gave us insight on how the business functions regularly, its interactions with customers in terms of transactions and what the client feels the business lacks, or where it can improve.

The owner of the BeautyBox disclosed to us that she feels the role of a link that the BeautyBox plays between customers and the nail technicians, as well as the lash technicians, that work under the BeautyBox is not efficient.

The nail and lash technicians that work at the BeautyBox have their own Instagram profiles where they showcase their work, display contact details and communicate with customers.

The nail and lash technicians use the BeautyBox as a platform and have a relationship based on commission with the BeautyBox when they start off with a small customer-base. But as their clientele grows, they are able to afford an independent rent system with the BeautyBox, which becomes more cost efficient for them individually in the long run.

As the BeautyBox has its own social media profiles, customers do at time reach out to the BeautyBox and interact with the BeautyBox to get to the technicians. The association between the BeautyBox and the technician still remains for customers. People do often contact the BeautyBox in order to get a hold of technicians and make appointments, at times even pay the BeautyBox instead of the technician which leaves a mix-up in money trails, as the BeautyBox then becomes indebted to its technicians.

The client communicated to us that she felt the solution to this problem would be a booking system, whereby customers are able to use the BeautyBox website to select a specific technician, and have that specific technician's payment details and information availed to them based on that selection, and in essence have their booking and payment directed to a specific nail or lash technician.

This would better the management and movement of money between the BeautyBox, customers and the technicians more efficient. As well as, make the booking process for both the technician and customer much easier, less confusing.

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