Project Deliverable 1 – Project Proposal

Faculty Name: Information Technology

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1.1 Introduction

E-Commerce is an abbreviation for electronic commerce which is the process of buying and selling goods and services over the internet through websites, apps or online marketplaces. E-Commerce occurs in many forms, mainly business-to-business (B2B), business-to-customer (B2C), customer-to-customer (C2C) (Hayes, Downie, 2024). C2C is e-commerce where transactions are between individual buyers and sellers without the need for intermediaries (Ruttell, 2018). An example of C2C is Facebook Marketplace and Gumtree where individuals sell products or services directly to customers using the online platform.

Statista's Digital Market Outlook estimates that 11.7 million e-commerce users will be registered in South Africa in 2025, and this figure is expected to increase to 21.52 million by 2029 (Cowling, 2025). E-commerce transactions in South Africa are expected to increase by 150% to a value of R225 billions by 2025 (Thenga, 2020). These figures are exceptional, but they are curbed by the high cost of data and limited access to fibre technology across the country.

Garden To Table is a community-centric C2C e-commerce platform designed to facilitate the trade of fresh produce among local community members. The platform is primarily targeted at lower-income individuals and township residents who seek affordable, quality, and nutritious food while supporting local entrepreneurship. Garden To Table enables community members who have surplus produce or unused garden space to generate income by selling their goods to nearby buyers. By encouraging local trade, the platform aims to minimize transportation costs and promote sustainability.

1.2 Needs/Problems

The rising cost of living and food insecurity have made it increasingly difficult for lower-income households to access fresh and nutritious food. Small-scale and subsistence farmers also lack a structured, formal marketplace to sell their surplus produce efficiently. Unemployment is a large contributing factor towards poverty. Problems and needs that Garden To Table aims to address include:

- The lack of accessible, affordable fresh produce for township residents.
- Limited income opportunities for individuals with unused garden space or surplus crops.
- High transportation costs associated with traditional food distribution networks.
- Absence of a structured, user-friendly platform that connects local buyers and sellers of fresh produce in the township.
- Tackle unemployment and poverty.

1.3 Goals/Objectives

Goals and objectives that Garden To Table aims to achieve are:

- Provide a digital marketplace where community members can trade fresh produce easily. Doing this will encourage local trade and empower the local economy in the township.
- Cultivate financial empowerment and entrepreneurship by enabling small-scale farmers and home gardeners to monetize surplus goods.
- Reduce food waste by facilitating trade of excess produce.
- Encourage local sustainability by minimizing transportation needs and fostering community connections. Minimizing transportation cost will ultimately means people will pay less on their food.

1.4 Procedures/Scope of Work

- **Wireframes and UI designs:** Designs the basic UI of the pages of the website using wireframes and a wireframing application/tools.
- **Database design:** Design the database and show the data to be stored and the relationship between different elements.
- **Platform development**: Build the website using HTML, CSS, JavaScript, PHP and Bootstrap. Create the database using MySQL and XAMP to establish the database connection. Use Git for version control and GitHub for a remote, online repository.
- **Internal testing and integration:** Test the website and database along with the connection on localhost.
- **Hosting and beta testing:** Host and deploy the website using GitHub pages and test it with real world users in a controlled environment.
- **User registration & listings**: Allow sellers to create accounts, list their available produce, and set prices.
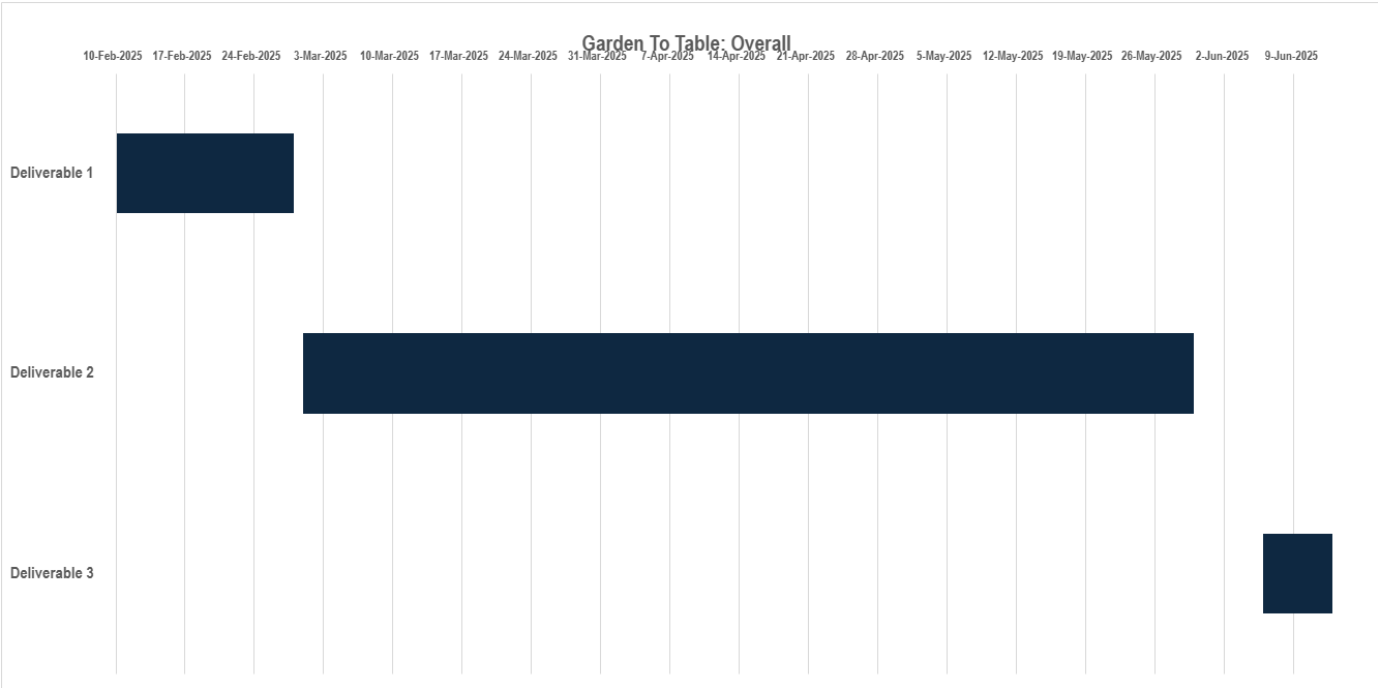
1.5 Timetable

	Description of Work	Start and End Dates
Deliverable 1	Project proposal. Research on C2C Ecommerce.	Start: 10 February 2025 End: 28 February 2025
Deliverable 2	Documentation and code. Prototype design.	Start: 01 March 2025 End: 30 May 2025
Deliverable 3	User manual presentation. Formal presentation.	Start: 6 June 2025 End: 13 June 2025

Gantt charts (Stratvert, 2023)

## Overall Gantt chart:

Garden To Table: Overall Gantt Chart

Tasks	Start Date	Days Needed	Completion	Adjusted Length
Deliverable 1	10-Feb-2025	14	28-Feb-2025	18
Deliverable 2	1-Mar-2025	65	30-May-2025	90
Deliverable 3	6-Jun-2025	5	13-Jun-2025	7

Deliverable 1 Gantt chart:

Garden To Table: Deliverable 1

Tasks	Start Date	Days Needed	Completion	Adjusted Length
Planning, Timetable, Gantt Chart	10-Feb-2025	2	12-Feb-2025	2
Research	12-Feb-2025	4	18-Feb-2025	6
Ideation	10-Feb-2025	7	19-Feb-2025	9
Project proposal draft	18-Feb-2025	5	25-Feb-2025	7
Project proposal writing	25-Feb-2025	3	28-Feb-2025	3
Submission	28-Feb-2025	0	28-Feb-2025	1

Garden To Table: Deliverable 1
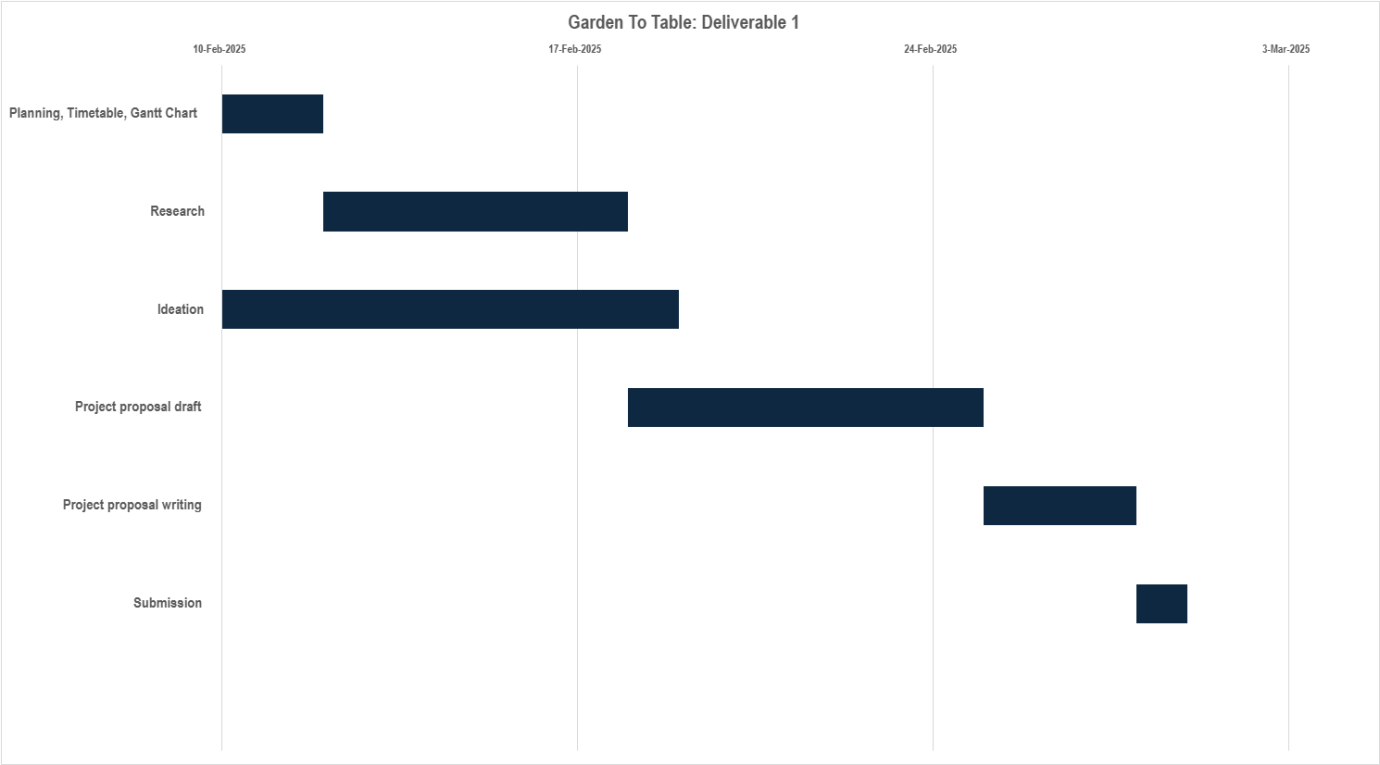
Deliverable 2 Gantt chart:

Garden To Table: Deliverable 2

Tasks	Start Date	Days Needed	Completion	Adjusted Length
Wireframe and UI design	1-Mar-2025	7	11-Mar-2025	10
Database design	11-Mar-2025	7	20-Mar-2025	9
Platform development	20-Mar-2025	30	1-May-2025	42
Internal testing and integration	1-May-2025	7	12-May-2025	11
Hosting and beat testing	12-May-2025	7	21-May-2025	9
User registration and listing	21-May-2025	7	30-May-2025	9

Garden To Table: Deliverable 2
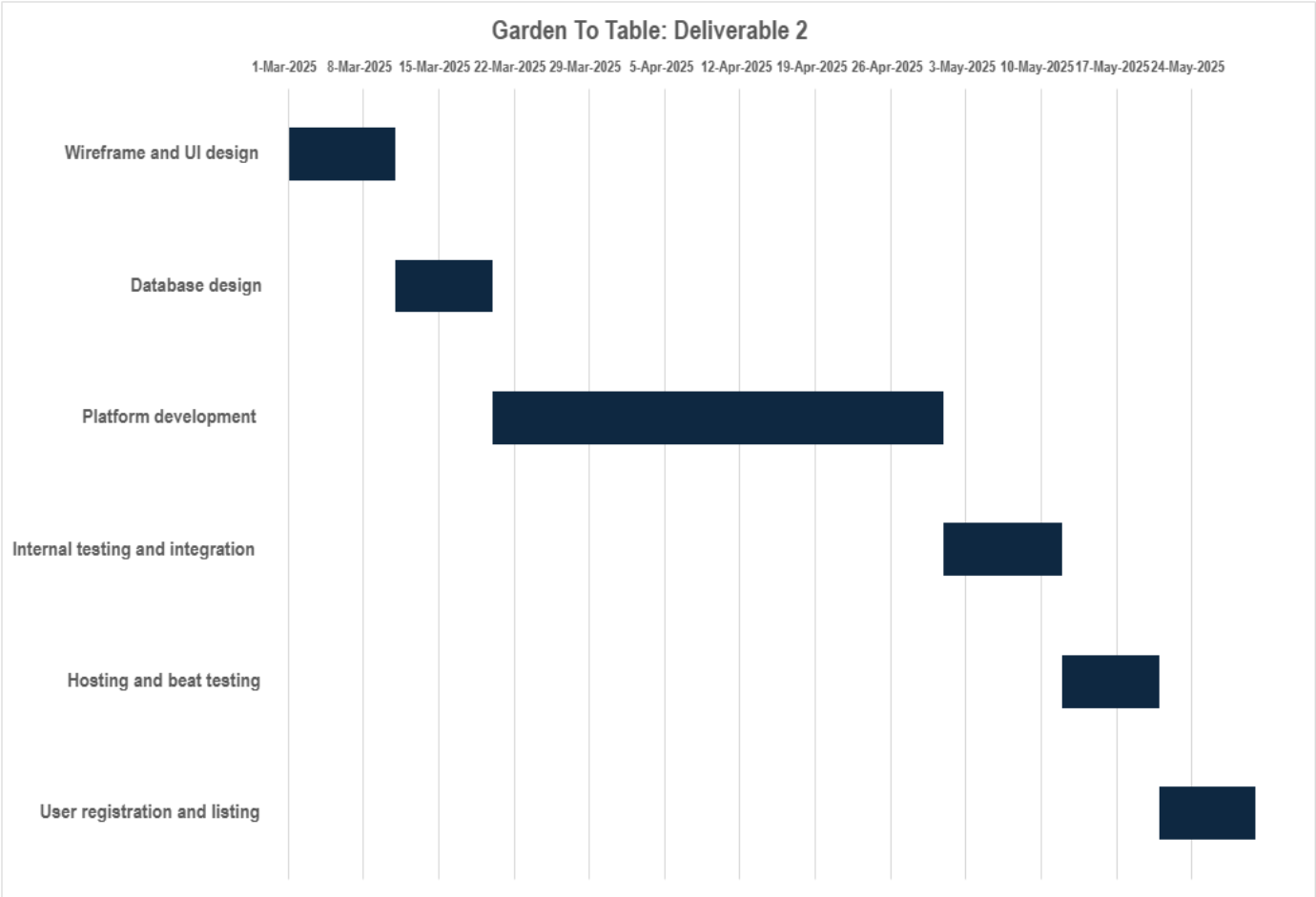
Deliverable 3 Gantt chart:

Garden To Table: Deliverable 3

Tasks	Start Date	Days Needed	Completion	Adjusted Length
Write user manual	6-Jun-2025	2	10-Jun-2025	4
Presentation powerpoint and preparation	6-Jun-2025	4	12-Jun-2025	6
Presentation	12-Jun-2025	1	13-Jun-2025	1

Garden To Table: Deliverable 3
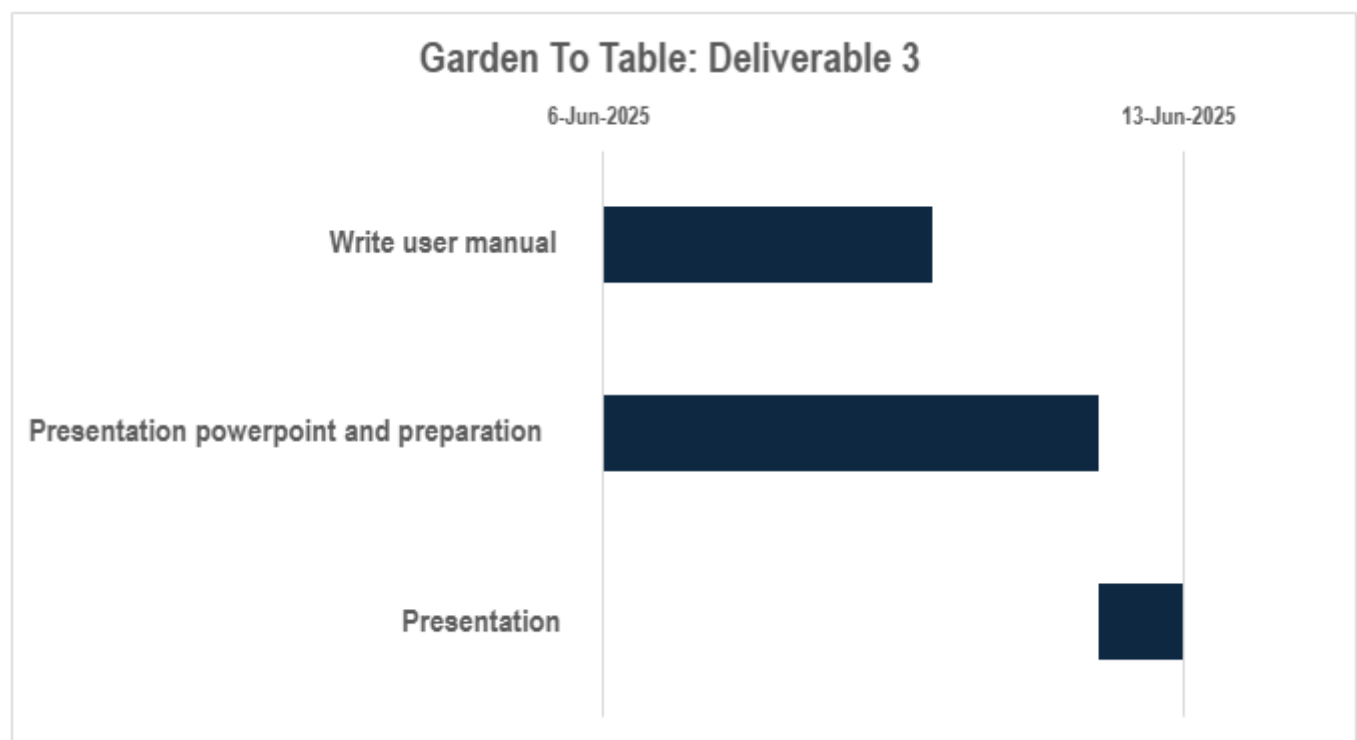
1.6 Conclusion

Garden To Table aims to be more than just an e-commerce platform. It is a community initiative aimed at addressing food accessibility, unemployment and financial empowerment through entrepreneurship at the grassroots level. By creating a seamless marketplace where fresh produce can be traded locally, the platform will not only provide affordable food options but also support small-scale entrepreneurship. With a structured development plan, Garden To Table has the potential to scale and transform community-driven commerce in townships and beyond.

1.7 References

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