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**Organization Overview:**

website, guaranteeing that a well-crafted, user-friendly website is created within the framework budget. Beauty Nest is an innovative brand focused on providing high-end nail supplies, lashes, make up, hair products, and much more. By providing the best beauty products available in the market, Beauty Nest will help beauty lovers to find the perfect products for their care at home. The move, as per the company, is to improve its online reach as well as provide customers with a smooth shopping experience.

**Website Goals and Objectives:**

• Increased Online Sales: The key objective is to develop a seamless e-commerce interface to increase the sales of beauty products. • Brand Visibility: Create a brand identity for Beauty Nest and highlight a range of products offered. • New customer attraction: Providing an interactive and engaging platform that attracts repeat visits and customer loyalty. • Mobile Friendly: Give a mobile shopping experience.

**Features & Functionality of Proposed Website:**

• Product CatLog: Supply products in sections as categories (nail products, lashes, makeup, hair products) with obvious descriptions for each product, clear pictures, and costs. • Shopping Cart & Checkout: User-friendly shopping cart with convenient payment options (via credit cards, PayPal, etc). • Search Functionality: A powerful search option to swiftly locate products by name, category, or price range •/User Reviews and Ratings: Enable consumers to leave reviews on product, which helps in credibility and provides feedback for improvement. Enable DLK Engine to work with Popular eCommerce platforms with following required features:• Wishlist: Ability to save items to Wishlist for future purchase. • Newsletter Signup: Gather customer emails to send them promotions, updates and new product launches. • Mobile Friendly: The site will be 100% responsive to ensure the best exposure on any device. • Social Media Integration: How much easier would it be to share your amazing product finds? Links to Beauty Nest’s social media channels.

**Design and User Experience:**

With a clean and intuitive layout, the website will be built in a modern and elegant style. The colour scheme will echo Beauty Nest's brand identity, featuring soft, indulgent tones to create a welcoming environment. A clear navigation structure will help your customers to easily find products, order products, and inquire further. It will aim for a properly integrated user experience, with: • Easy-to-use interface. • Fast page load times. • Easy checkout process. • Accessibility features for users Work.

**Technical Requirements:**

• Platform: WordPress (WooCommerce) for ease of use and scalability. • Hosting: Trusted hosting provider with SSL certificate for secure transactions. • Payment Integration: Pay Fast or stripe for payment gateway integration. • SEO Optimization: Basic Search Engine optimization (SEO) so that the site is visible on search engines. • Analytics: Google Analytics from behavioural & sales data minimaal 250 woorden

**Timeline and Milestones:**

• Week 1-2: Project kick-off, design mock-ups & approval.

* Week 3-4: Development of core features (product catalogue, shopping cart, checkout

•Week 5: Testing and quality assurance.”

• Week 6: Deployment and after-launch support.

**Budget Breakdown:**

The project has a total budget of R15,000, structured as follows:

1. Web Design and Development – R6,500 This encompasses things like the complete design, development of user interfaces, and coding of elements such as the product catalogue, shopping cart, and checkout.
2. Domain Registration – R500 Setting up a custom domain name ( e.g beautynest. com).
3. Web Hosting – R1,500 1 year hosting + SSL certificate for secured transactions
4. Payment Gateway Integration – R2,000 Establishing and incorporating a secure payment gateway (e.g., Pay Fast or Stripe).
5. SEO Optimization – R1,000 Basic Search Engine Optimization (SEO) setup to make the website “searchable” by search engine spiders.

**References**

For any additional information and guidelines, please refer to the following sources:

* [WordPress](https://wordpress.org/)
* [WooCommerce](https://woocommerce.com/)
* [Google Analytics](https://analytics.google.com/)
* [PayFast](https://www.payfast.co.za/)
* [Stripe](https://stripe.com/)

This proposal outlines the essential aspects needed to develop a strategic and effective online presence for Beauty Nest, ensuring we meet the growing demands of our customers while solidifying our position in the beauty supply market