# 🔹 Project Proposal: Website Development for Umzugspartner VRK Hamburg GmbH

Hi,  
  
Thank you for your detailed inquiry and trust in our services.  
  
We have carefully reviewed your request regarding the new website for Umzugspartner VRK Hamburg GmbH, following the takeover from Zapf Umzüge. Below is our offer and project plan based on your outlined requirements.

## Scope of Work

1. COMMUNICATION & BRAND POSITIONING

* Development of brand messaging and story
* Definition of brand voice and tone
* Clear positioning in relation to zapf.de

1. CONTENT CREATION

* Headlines and sublines with emotional tone
* CTA button texts
* Homepage SEO title & meta description
* Core website content:
* • Company introduction
* • Services overview
* • Value propositions
* • FAQs (Question/Answer)
* • Informative body text
* • Content for forms (field labels, hints)
* • Alt texts for images/icons/buttons for accessibility

1. DESIGN CONCEPT

* Style direction: clean, bold, and trustworthy
* Integration of Corporate Identity (CI)
* Accessibility adjustments (contrast, fonts, readability)
* Layout principles (grid, spacing, content structure)

1. WIREFRAME STRUCTURE

* Structural layout of all key pages
* Responsive wireframe setup (Desktop & Mobile)

1. DESIGN IMPLEMENTATION

* Full website design including:
* • Header & navigation
* • Hero section (text + visual placeholder)
* • Service tabs/accordions
* • CTA sections
* • Contact form
* • Mobile-optimized layouts

1. TECHNICAL SETUP

* Git repository setup with CI/CD
* Setup of development, staging, and live environments
* WordPress installation with multilingual support (DE/EN)
* Theme and typography foundation

1. MODULE DEVELOPMENT

* Modular components:
* • Header & Footer
* • Hero Slider
* • Cards module
* • Image + Text module
* • Form module
* • FAQ accordion
* • Multilingual integration using WPML or Polylang

1. DEPLOYMENT & OPTIMIZATION

* Security hardening & performance optimization
* SEO basics setup
* WCAG 2.2 AA compliance
* Testing & QA
* Bug fixes and final handover
* Project management throughout

## Estimated Website Pages

|  |  |  |
| --- | --- | --- |
| Page | Language Versions | Notes |
| Homepage | DE / EN | Hero, company intro, CTA |
| About Us | DE / EN | Company background, values |
| Services Overview | DE / EN | With tabs or separate subpages |
| Contact Page | DE / EN | With form and contact info |
| FAQ | DE / EN | Clear and accessible |
| Legal (Impressum, Privacy, etc.) | DE / EN | Required for German compliance |

→ Estimated total: 6–10 pages (each in DE & EN)

## Timeline

|  |  |
| --- | --- |
| Phase | Duration |
| Kick-off & Discovery | 2–3 days after approval |
| Concept & Wireframes | 1 week |
| Design Phase | 1–2 weeks |
| Development & Setup | 2 weeks |
| Testing, QA & Deployment | 1 week |

Total Estimated Duration: 4–5 weeks  
(depending on feedback & revisions)

## Next Steps

Please confirm if you'd like to move forward with this proposal. We will then send over:  
  
• A detailed timeline with milestone dates  
• Project agreement and access requirements  
• Optionally: pricing breakdown (upon request)  
  
We truly appreciate your trust and look forward to bringing this new digital chapter of Umzugspartner VRK Hamburg GmbH to life. Wishing you a relaxing vacation, and feel free to reach out anytime with questions.

Kind regards,  
  
Vukoje Tenjović

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