



Portal inc.

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Proposal

Website Development

April 6, 2017

# Proposal Contents

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Introduction.....1

Company Summary.....3

    About Us.....4

Strategy Outline.....5

    Website Structure.....5

    Website Assimilation.....5

        Zoho Social.....5

Requirements & Deliverables.....6

Goals & Objectives..... 6 - 7

Target Audience.....7

Implementation Timeline..... 9 - 10

Completion Date..... 10

Terms of Agreement..... 8

## **Introduction**

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Snapps Rehabilitation Center is proposing a project for the development of a website.

Snapps has been a well known company since 2008 and is based around rescue services for snapping turtles all over the world, while enforcing the endangered species act. With a passionate team the company strives for excellence in aiding and rehabilitating snapping turtles, while educating others along the way.

Snapps would like to reflect their materials and new branding with a modernly designed website that will attract possible volunteers, donators, rescue teams and people that support the protection against the hunting of these primitive creatures. This proposal will include the steps necessary for our team to development a site that reflects the brand effectively and brings overall satisfaction to your team and audience.

## **Company Summary**

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### **About Us**

Here at Portal Inc we strive for excellence to provide you with full websites that will enable you to grow in the digital economy with ease and style custom tailored to your needs. Your brand will be exposed to the core target markets through search engines and advertising which will help create company awareness and recognition in today's modern web. Portal Inc houses writers and developers hand picked for their creativity, dedication, and loyalty. In turn, our services are Superior in this regard because of our history and success with several brands and the 100% satisfaction and feedback we have received thus far.

In this proposal you will encounter our past work and success with, what we believe to be, our formula for an ideal comprehensive website which includes; Our delivery timeline, our projected costs, and our terms of agreement.

We look forward to working with you.

## **Strategy Outline**

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### **Website Structure**

At Portal Inc we build our websites using HTML5/CSS3, Java Script, and PHP which we have found to have superiority over old HTML. It provides ease of use for the consumer and provides the security your company requires. Once your website is launched you will have the ability to customize web content, images, and contact information. We at Portal Inc recommend that your website be hosted with our server. This will establish a foundation capable of handling high volume traffic while providing stability and security from unwanted malware.

### **Website Assimilation**

Portal Inc will assimilate your site with our following Partners.

#### **Zoho Social**

By partnering with Zoho social we are able to provide, at an incredible discount, the best analytical software to record page views and performance. You will have the ability to read In-time what consumers are saying about your brand as well as gain meaningful insights on your brands social media footprints with clear conscious visual reports.

## **Requirements & Deliverables**

Snapps Rehabilitation Center has noted the requirements that must be included in the finished website. The following includes:

- A modern design that matches the branding of the company
- Professional and organized content
- Evolution within the site
- User friendly interface and navigation
- ability to subscribe to newsletters
- Promotes donations and volunteering
- Social media integrated
- A database that will collect customer information and product orders

## **Goals & Objectives**

Our team of developers have identified the goals and objectives that Snapps Rehabilitation Center would like to meet. The following includes:

- An increase in volunteers

- An increase in donations
- More advertising for events
- An increase in trade and merchandise with other rescue groups

## **Targeted Audience**

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### **Primary Audience:**

Rescue groups and exotic shelters is the primary audience for Snapps Rehabilitation Center. Snapps wants contact with rescue services to expand their company across the country.

### **Secondary Audience:**

The secondary audience may be targeted at individuals that have a passion for volunteering and would consider contributing to the protection of snapping turtles.

### **Tertiary Audience:**

Snapps Rehabilitation Center has advertisements on the radio as well as television.

Individuals may have a peak of interest when viewing and listening to these advertisements.

## **User/Administer Web Pages**

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A list of user/administer pages that will be included on the Snapps Rehabilitation Center's website.

### **User**

- Register
- Login
- Products
- Checkout
- Payment Details
- Invoice

### **Administer**

- Dashboard
- Search Records
- Login
- Add Records
- Edit Records
- Delete Records



## **Terms of Agreement**

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Portal Inc is providing services for Snaps Rehabilitation Center, as an independent contractor for a Business Website.

Fees will be paid in accordance of the above listed pricing table. Fees for monthly services will be invoiced on the 1st business day of each calendar month. All payments will be made in Canadian Dollars.

Portal Inc reserves the right to assign outsourced contractors to ensure the job is completed in the above time frame.

Snaps Rehabilitation Center may be charged additional fees if the company decides to make changes to the current proposal.

Portal Inc declares that the performance contained in this venture will meet Snap Rehabilitation Centers requirements and that the execution will be error free.

In no event will Portal Inc be liable to Snap Rehabilitation Center or any third party for any damages, including loss of savings, profits, or other incidental damages arising out of the operation or inability to operate the website.

## **Implementation Timeline**

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<b>Date</b>	<b>Task</b>	<b>Responsibility</b>
<b>March 1<sup>st</sup></b>	Planning starts	Developers
March 10 <sup>th</sup>	Discover Documents Complete	Developers
March 10 <sup>th</sup>	Internal Review of Discovered Documents	Developers
March 11 <sup>th</sup>	Present Documents to Client	Developers
March 13 <sup>th</sup>	Discover Documents Approval	Client
March 14 <sup>th</sup>	Design Begins	Developer
March 14 <sup>th</sup>	Content Development Begins	Developer
March 17 <sup>th</sup>	Review of Design & Content	Developer
March 18 <sup>th</sup>	Present Design & Content to client	Developer
March 18 <sup>h</sup>	Design & Content Approval	Client
March 19 <sup>th</sup>	Coding begins	Developer
March 20 <sup>th</sup>	Validation complete	Developer
March 21 <sup>st</sup>	Programing begins	Developer
March 24 <sup>th</sup>	Testing complete	Developer
March 28 <sup>th</sup>	Review site	Developer
March 30 <sup>th</sup>	Present Coding & programming to client	Developer
April 1 <sup>st</sup>	Coding & Programming Approval	Client

April 2 <sup>nd</sup>	Launch/Maintenance begins	Developer
April 3 <sup>rd</sup>	Setup hosting complete	Developer
April 4 <sup>th</sup>	Testing complete	Developer
April 5 <sup>th</sup>	Launch & maintenance Approval	Client
April 5 <sup>th</sup>	Launch live site	Developer
April 6 <sup>th</sup>	Publish live site	Developer

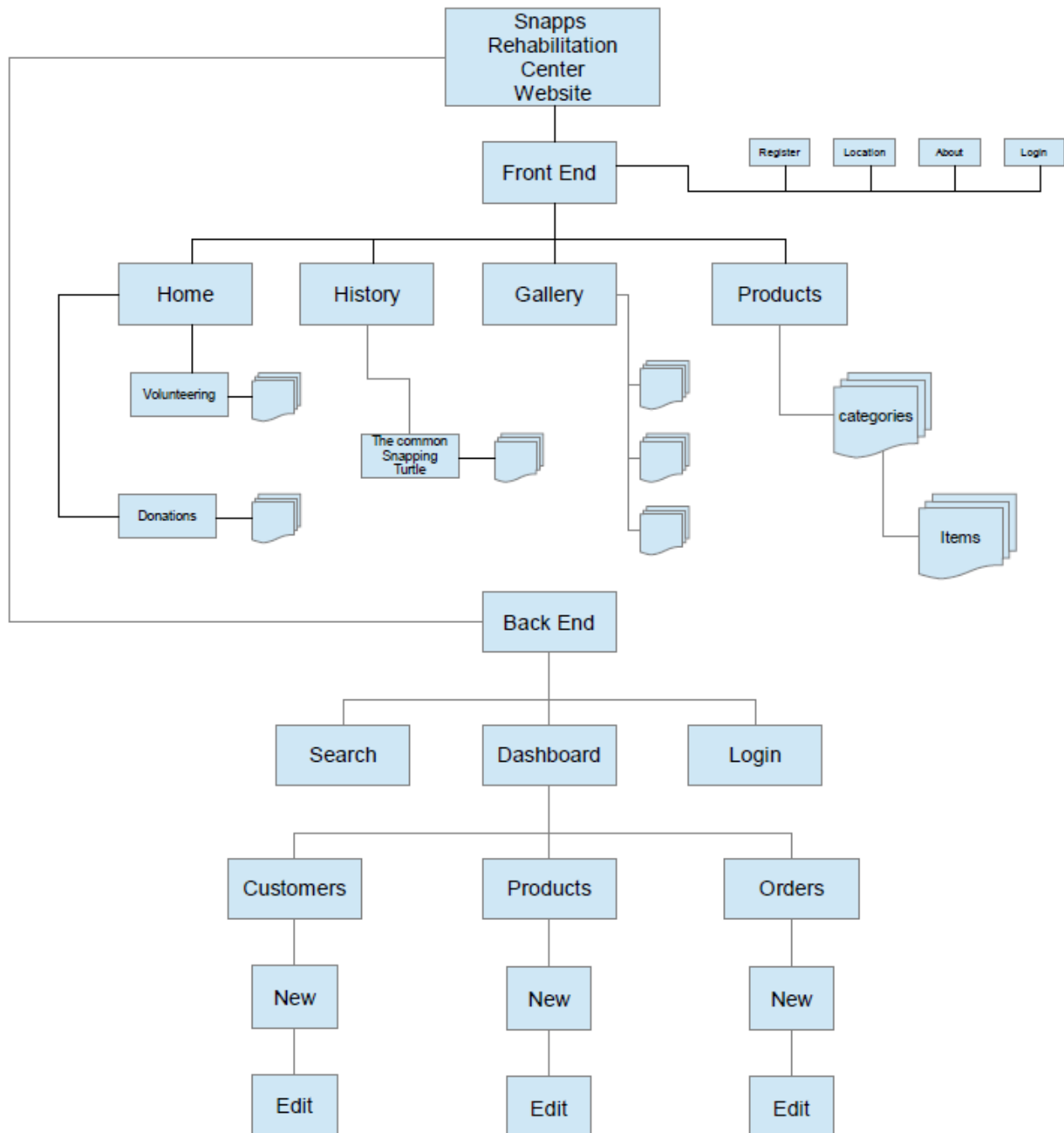
## **Completion Date & Cost**

Snapps Rehabilitation Center has asked that the development of the website should be published by September 6, 2017 and maintained under a server for additional for on going fees after the launch of the site. Website total will be calculated from the work back seen on page 17-18 since no price range has been specified.

**Snapps Rehabilitation Center Website Development = \$1500.00 CA**

## Site Map

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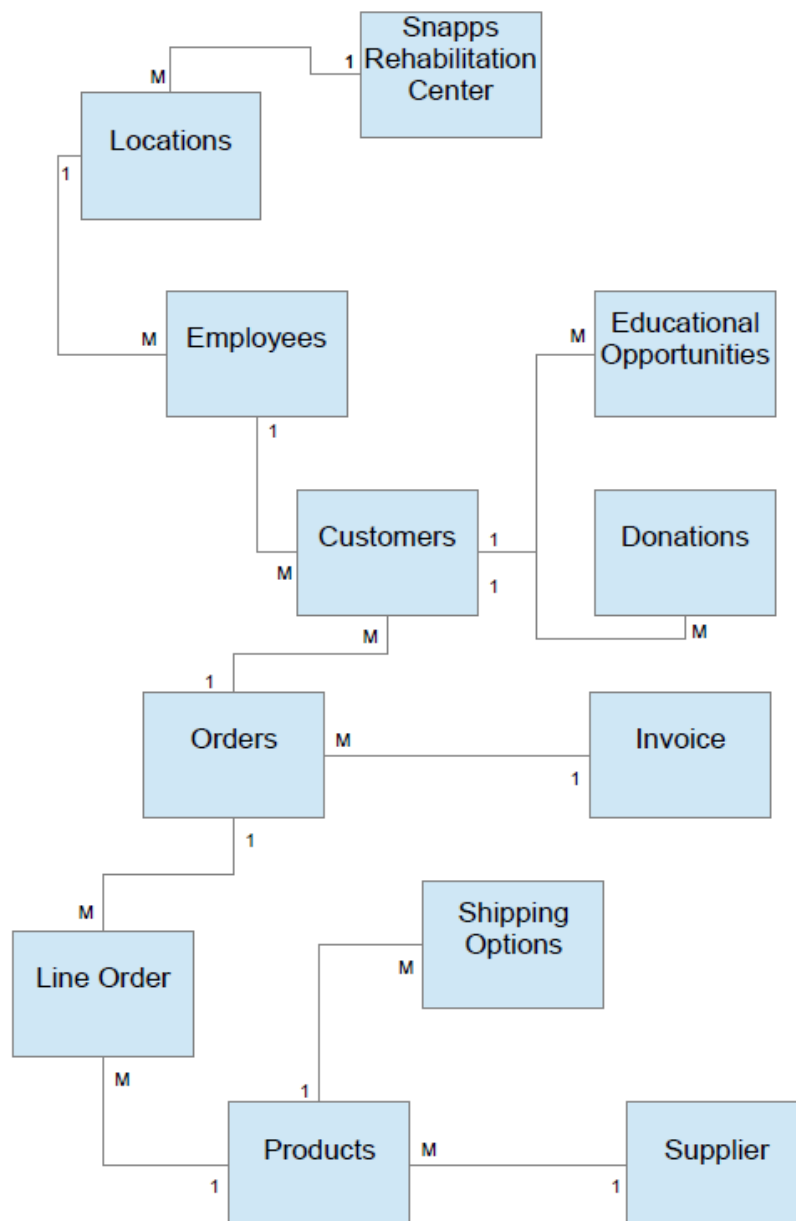


## Data Model

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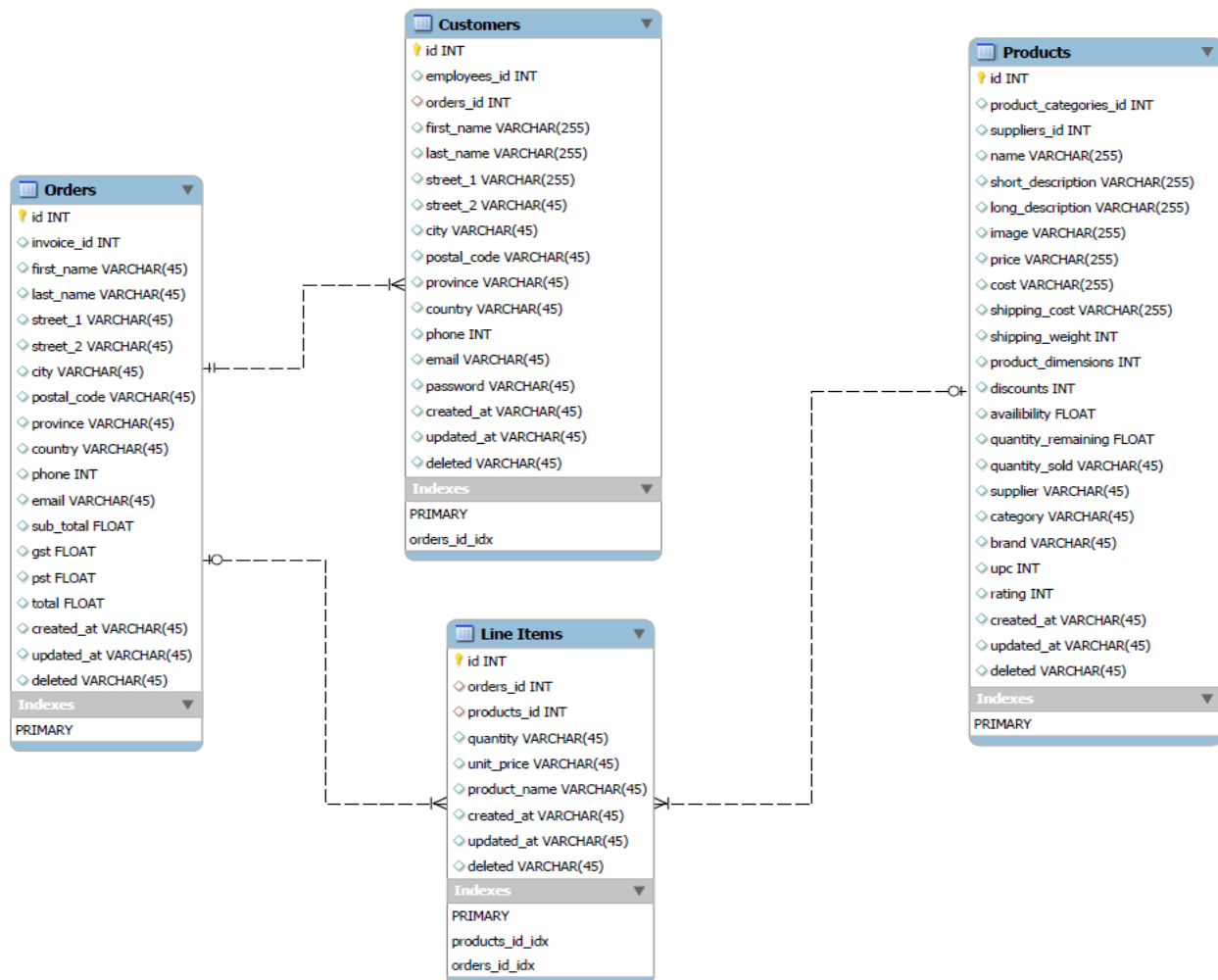
This data model represents all of the possible tables that may relate to the company.

Every table shows the relationship with one another.



## Entity Relationship Diagram

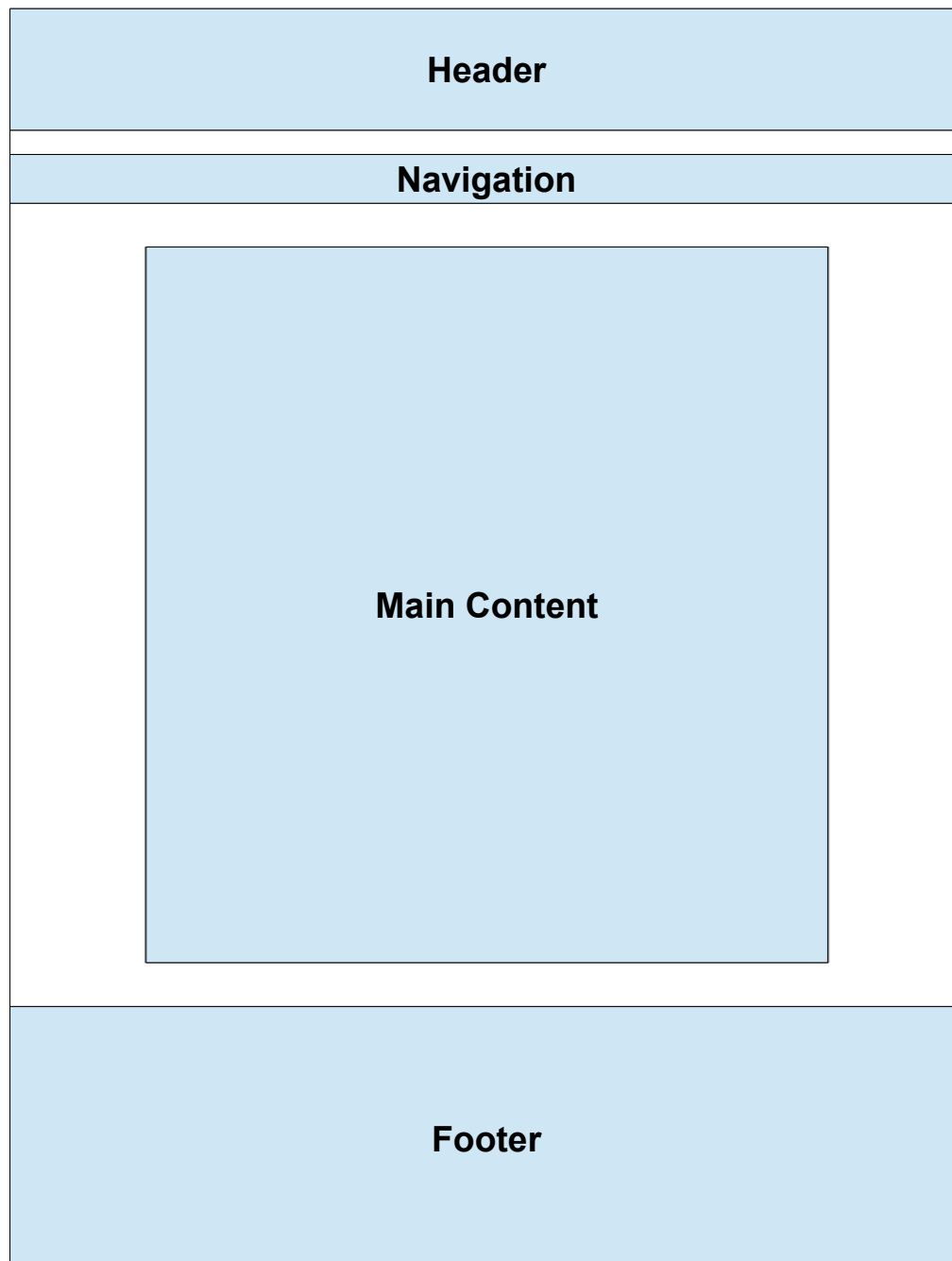
An ERD to represent the tables within the database of the snapps rehabilitation center's website. The database will include information of every product, customer information, orders and their line items.







## **Block Composite**

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A representation of how the website pages will be structured.







[HOME](#)



[GALLERY](#)


[HISTORY](#)

[EVENT CENTER](#)

[Contact](#)


[About](#)


[Locations](#)



### Snapps


Our goal here at Snapps is to rescue and rehabilitate common snapping turtles in need of medical assistance. Please contact us for any inquiries regarding this species or information about how to keep them protected.XXAX Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque scelerisque arcu tempus metus auctor, et mattis justo faucibus. Donec varius turpis metus, sed gravida lectus pretium id. Maecenas cursus urna et malesuada mollis. Pellentesque scelerisque arcu tempus metus auctor, et mattis justo faucibus. Donec varius turpis metus, sed gravida lectus pretium id. Maecenas cursus urna et malesuada mollis. Pellentesque scelerisque arcu tempus metus auctor, et mattis justo faucibus. Donec varius turpis metus, sed gravida lectus pretium id. Maecenas cursus urna et malesuada mollis.






Volunteering

SUBSCRIBE TODAY!



Donations







### Meet Franklin. The Snapping Turtle!


Our goal here at Snapps is to rescue and rehabilitate common snapping turtles in need of medical assistance. Please contact us for any inquiries regarding this species or information about how to keep them protected.lal lalda Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque scelerisque arcu tempus metus auctor, et mattis justo faucibus. Donec varius turpis metus, sed gravida lectus pretium id. Maecenas cursus urna et malesuada mollis. Phasellus vitae sodales est. Nam nisl tellus, convallis et efficitur imperdiet, congue a magna. Fusce eu porta arcu, tempus molestie magna. Pellentesque scelerisque arcu tempus metus auctor, et mattis justo faucibus. Donec varius turpis metus, sed gravida lectus pretium id. Maecenas cursus urna et malesuada mollis.

Snapps Rehabilitation Center








**SNAPPS**

REHABILITATION CENTER

[Contact](#) [About](#) [Location](#)




[Home](#) [History](#) [Gallery](#) [Marks](#)


*The Common Snapping Turtle (Chelydra Serpentina)*



**Chelydra Serpentina**

<b>Range</b>	Snapping turtles range across the eastern United States to the Rocky Mountains, from southern Canada to the Gulf of Mexico, and into Central America. They have been introduced in some western states.
	Snapping turtles are almost entirely aquatic and can be found in a wide variety of aquatic habitats, preferably





SNAPPS

REHABILITATION CENTER

Contact

About

Location

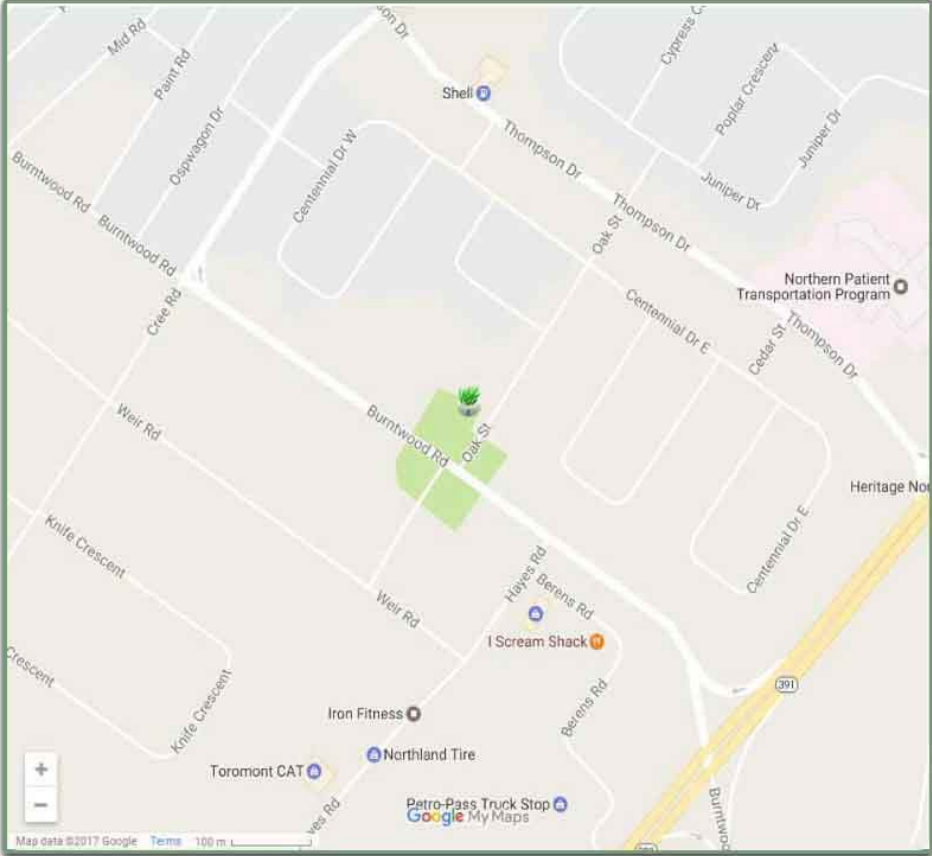
Home




History


Gallery


Marks

Location







**SNAPPS**   
REHABILITATION CENTER


[Contact](#) [About](#) [Location](#)


[Home](#) [History](#) [Gallery](#) [Marks](#)


### Donations

**Address Information**  
First Name:   
Last Name:   
Address:   
Telephone:   
City:   
Province/State:   
Zip Code:   
Country:

**Billing Information**  

☐ Visa 

☐ Mastercard 

☐ Paypal 

  
Card Number: