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**Subject: Proposal for Fitness Equipment Website (Fitness Choice)**

I hope this proposal finds you well. **Ant Institute of Technology**, an IT company based in Pulchowk, Patan, Nepal, is dedicated to providing exceptional IT solutions. With years of experience in serving national & in-house businesses, we are confident in our ability to meet your specific requirements and enhance your workflow.

At **Ant Institute of Technology**, we understand the challenges and requirements that your business faces in today's dynamic market. To address your needs effectively, we propose a comprehensive eCommerce solution built on WordPress. The solution covers two key modules:

1. Website
2. Admin Module

**1. Website**

**Home Management:**

- A dynamic homepage designed to welcome visitors with engaging content, including featured products, best-selling items, customer testimonials, and blog posts. It will include clear navigation to direct users to key sections of the site.

**Banner Management:**

- A system to manage banners that highlight featured products, seasonal sales, and success stories, improving user engagement.

**About Us Page:**

- A dedicated page showcasing the mission, values, and vision of your retail business, along with introductions to team members and partners to build transparency and trust.

**Product Search and Filters:**

- Advanced search functionality allowing users to find specific products. Filters will refine search results by categories such as product type, price range, and availability.

**Product Listings and Details:**

- A dedicated section for product listings with individual pages for detailed descriptions, high-quality images, pricing, and a call-to-action for purchasing.

**Responsive Design:**

- A mobile-friendly, responsive design to ensure a seamless experience across desktops, tablets, and smartphones.

**Whatsapp Integration:**

- Integration of whatsapp to promote products and blog content, enhancing visibility and user engagement and also chat with clients.

**Media and Blogs:**

- Media galleries for product images and promotional videos. A blogging section to share industry trends, product care tips, and updates.

**2. Admin Module****Product Management:**

- Tools to add, edit, or remove products, and update pricing.

**Organization Management**

- Manage organization Contact Number ,email, map directly through admin dashboard

**III. Project Cost Details**

**Total cost: (Rs.50,000 ) Fifty Thousand only . ( Without VAT )**

**Note:-** Domain and server charge will be extra charged according to pricing of the hosting company if you don't have it .

**Payment Terms:**

- Initial Payment: 50% of the total cost of project commencement.
- Second Payment: 25% of the total cost upon completion of the design phase.
- Final Payment: 25% of the total cost upon project delivery.

In addition to maintenance, the annual operating cost will be Rs.15,000/- which will cover the following:

- **Website Updates:** Regular updates to ensure the platform remains secure and up to date.
- **Technical Support:** Troubleshooting and assistance for any website-related issues.
- **Security Monitoring:** Regular security checks and management to protect the site from threats.
- **Backup Services:** Scheduled backups for data protection and recovery.
- **Performance Optimization:** Ongoing improvements to ensure optimal site performance.
- **Training and Education:** Training sessions for the team to manage the website effectively.

**IV. Project Timeline**

**Project Completion:** 30 Days The project completion period of 30 days is an estimate based on similar projects. There may be slight delays if there are unexpected changes in requirements, but we aim to deliver the project efficiently and to your satisfaction.

**V. Conclusion**

Our proposal offers a comprehensive eCommerce solution tailored to your retail business's needs. With a robust platform, user-friendly features, and a focus on delivering value, we are committed to supporting your growth and success.

Should you have any questions or require further clarification, please do not hesitate to contact us. We look forward to working with you and delivering a product that exceeds expectations.



**Thank You.**

