WEB DEVELOPMENT PROPOSAL: Kyle Pharmacy

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Project Goal: To establish a professional digital presence for **Kyle Pharmacy** that builds trust, showcases medical expertise, and simplifies the ordering process for patients.

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1. DISCOVERY QUESTIONS

To ensure we build the right tool for Kyle Pharm, we will clarify:

- **Order Flow:** Do you want customers to order via a full e-commerce cart, or "Click to Order" via WhatsApp? (Recommended for speed and personal touch).
- **Delivery:** Do you offer home delivery services to be featured on the homepage?
- **Logo:** Do you have a high-resolution version of the Farpoint logo, or should I design a new one?
- Do you want a .co.ke domain or .com?
- When do you want it ready?
- What are your opening hours?

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2. DOMAIN PRICING OPTIONS

A domain is your "digital address" (e.g., yourpharmacy.co.ke/.com). Below are the 2026 rates from top providers:

Provider	.co.ke (Local Trust)	.com (International)	Notes
Safaricom	KSh 1,160 /yr	KSh 2,430 /yr	High reliability, M-Pesa integrated.
HostAfrica	KSh 463 (Year 1)	KSh 1,815 /yr	Great local support; renewal is ~KSh 2,350.
Sasahost	KSh 460 (Year 1)	KSh 2,100 /yr	Veteran local provider with stable uptime.
Hostinger	~$5.99 (KSh 900)	~$12.99 (KSh 1,900)	International standard; very fast dashboard.

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3. HOSTING SOLUTIONS & FEES

Hosting is the "rent" for your website's space on the internet.

Option A: Paid Professional Hosting (Recommended)

- **1. HostAfrica (Local):** ~KSh 420/month.
  - *Pros:* Local servers (faster for Kenyan visitors), M-Pesa payments, excellent support.
- **2. Hostinger (International):** ~KSh 400/month (billed annually).
  - *Pros:* Extremely fast, includes a free business email and free domain for the 1st year.
- **3. Safaricom Cloud:** ~KSh 2,000/year (Starter).
  - *Pros:* Trusted brand, very stable for small business sites.

Option B: Free "Modern" Hosting (Vercel / Netlify)

- **Cost:** KSh 0 (Free Tier).
- **Pros:** Incredible speed; no monthly hosting bills; high security.
- **Cons:** No custom "business email" (e.g., info@farpoint.co.ke) included. Requires a more technical setup initially. Best if the site is a modern "One-Pager."

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4. THE PROPOSED SOLUTION: "The Modern One-Pager"

I recommend a high-speed, mobile-optimized site with:

- **WhatsApp Quick-Order:** Patients can snap a photo of their prescription and send it directly to you.
- **Google Maps Integration:** One-click navigation to your physical pharmacy.
- **Credentials Section:** Displaying your pharmacy licenses to reassure new patients.

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5. INVESTMENT & TIMELINE

Item	Description	Cost (KES)
Professional Service Fee	Design, Development, & WhatsApp Integration	7,500 KES
Domain & Hosting	1 Year of Registration (Approximate)	~3,500 KES
Total Initial Investment		**11,000 KES**

Timeline: Ready for launch in **3-5 Days**.

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6. NEXT STEPS

1. **Provider Choice:** Decide if you prefer local (HostAfrica) or international (Hostinger) hosting or free hosting (on my account)
2. **Chose domain name…**
3. **Materials:** Provide 3-5 photos of the pharmacy and a list of key services.
4. **Deposit:** 3,000 KES to begin the development immediately.

7. MAINTENANCE & LONG-TERM SUPPORT

A website is like a physical branch; it needs regular "cleaning" and security checks to stay professional. I offer two ways to handle this:

Option A: The "Peace of Mind" Monthly Plan

- **Cost: KSh 500 – 1,000 / month**
- **What I do:**
  - **Security Scans:** Weekly checks to ensure no one is trying to hack the prescription data.
  - **Automatic Backups:** I keep a "spare copy" of the site. If it ever breaks, I can restore it in minutes.
  - **Content Updates:** Need to change your opening hours for a holiday or update a price? Just text me, and I'll do it.
  - **Plugin Updates:** Keeping the WhatsApp and Form features running smoothly as phone software updates.

Option B: Self-Managed (Handover)

- **Cost: KSh 0** (One-time training).
- **How it works:** I will provide a 1-hour training session for you or a staff member on how to change basic text and photos.
- **Risk:** You are responsible for technical updates. If the site breaks due to a missed security patch, repairs are billed at my hourly rate.

Pro Tip: "For a healthcare business, I recommend the 'Peace of Mind' plan for the first 6 months. It ensures that while you focus on patients, your digital front door is always open and secure."