

LOGO

MULTIPURPOSE BUSINESS PROPOSAL

-
- WEBSITE
 - LOGO IDENTITY
 - PRINTING SERVICE

DEDICATED TO

JOHN DOE
Managing Director at XYZ, Inc.

PREPARED BY
Jerry Burns
Project Manager
J.Burns@Maleo.com

-
- SEO SERVICE
 - COMPANY PROFILE
 - OR OTHER BUSINESSES

COMPANY NAME
Empire State Building
Jl. Kebaikan Raya No.123
New York City, USA

CONTACT
(123) 4567 8910 11
hello@maleo.com
www.maleo.com



ABOUT US

WHO WE ARE

Maleo is the world's leading source of design information and insight on businesses, enabling companies to Decide for more than 10 years. Today, Maleo global business contains more than hundreds of services around the world.

Maleo is the world's leading source of design information and insight on businesses, enabling companies to Decide for more than 10 years. Today, Maleo global business contains more than hundreds of services around the world. The service is enhanced by proprietary Maleo Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

We provides solution that meet a diverse set of customer needs globally. Customers use Maleo Management Solutions to mitigate credit and supplier risk, increase cash flow and drive increased profitability; and Maleo Development help our clients to provide data management capabilities that provide effective and cost efficient marketing solutions and to convert prospects into clients by enabling business professionals to research companies, executives and industries.



4 OUR TEAM

VICTORIA FASER
Managing Director



Victoria joined the Maleo as IT Manager, with the aim of maintaining a happy, harmonious and motivated team. Even though we made it hard for her - she survived and is now happily settled in our new quarters.

Personality

- Traveller
- Marketing
- Milkshake
- Idealist
- Bookworm
- Footy

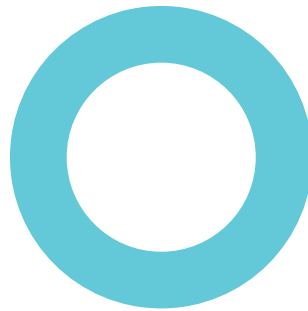
Skills

- Management

- Design

- Wordpress

HUNTER THEW
Creative Director



As a Creative Director, HUNT is driving the creation of our new engine and a bunch of new products that we can't tell you about yet. He is a strong champion of the end consumer, and from the steady stream to his desk.

Personality

- Sushi
- Design
- Festivals
- Robots
- Foodie
- Coffee

Skills

- Management

- Design

- Wordpress

“

I enjoy the people-focused nature of Maleo which has continued to remain strong throughout the company's growth and development.

“

I have always been part of an enterprising team and I feel the leaders of the business are supportive and encouraging.

CHELSEA RUSEL
Finance Director



Chelsea joined us from USA where she studied International Business. After a little stop over in New York, Chelsea moved to Paris where she has been living now for 2 years. Before Maleo Team, Chelsea recruited for Google.

Personality

- Bookworm
- Traveller
- Cinephile
- Bubblebath
- Lacrosse
- Twilight fan

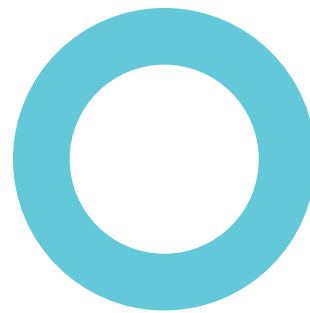
Skills

- Management
- Design
- Wordpress



This company given me a great start to my career with a diverse range of exciting and challenging projects.

JERRY BURNS
Project Manager



Jerry initially joined Maleo to manage team but quickly dazzled us with his vast knowledge of automation, customers and data to become a full-fledged Growth Marketing Analyst. He is a graduate of Harvard University.

Personality

- Team Development
- Traveller
- List Maker
- Carnivore
- Gadgeteer
- Poker Player

Skills

- Management
- Design
- Wordpress



Maleo given me opportunity to develop my skill through the result based focus which is really bring me into real entrepreneurship world which is fun.



6 WHAT WE DO

Sample 1



WEBSITE PROJECT

Here your plans meet with our passion for design and your dreams match our dedication to providing unique, customized web design services that turns your vision into success.

Client's Said:



-**Layla Bergeron**, fahsionist.com

Excellent service with helpful technical people on the end of the line to change things as we worked towards our end solution.



-**Olimpiu Mogo**, mamika.com

I would recommend this company to all, especially to first timers like me! Great Team, helpful, friendly – and always at the other end of the phone/email.



SEO SERVICE

With over one million websites using Maleo's SEO services, we are by far the world's largest Search Engine Optimization (SEO) service. Our SEO services have successfully helped thousands of small businesses.

Client's Said:



-**Luciana Soto**, female.com

The site design was fresh and captured our ideas perfectly. We were helped every step of the way.



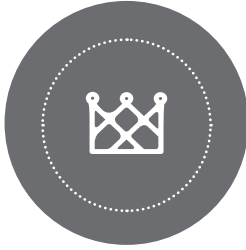
-**Lukas Jung**, lordeus.com

We were recommended to Design-a-web and the recommendation could not have been more excellent. Not only did the company produce us a first-class, original, and inspired website.

WHAT WE DO

Sample 2

7



LOGO DESIGN

Excellent Logos deliver bespoke logo design, for a reasonable price with truly professional results. We have a great team of professional designers specialising in corporate branding and logo design for your next project.



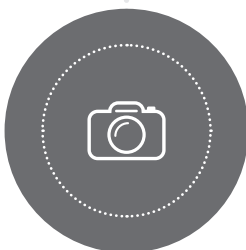
BRAND CONSULTANT

When a company's brand is failing to pack a punch, brand consultants are drafted in to breathe new life into it, improve it and help it evolve. Brand consultants provide a suggest and implement their client's fortunes.



SOCIAL MEDIA MANAGEMENT

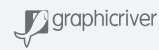
Maleo is at the cutting edge of Social Media and we understand how Social Media can help draw traffic to your site and enhance your online presence. Here are some of the things you can do with Maleo.



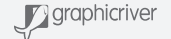
PHOTOGRAPHY

Maleo photography served top work in many categories of business field such as commercial photography, product photography and portraiture. Turn your images into stunning photography.

Project Sample



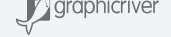
Project Sample



Project Sample



Project Sample









SERVICES

WE SERVE THE BEST

At Maleo, we've assembled a rich array of services and skills – from digital communication strategies into developing business strategies.

Each of these capabilities has a role to play in finding the right solution. We focus on one thing: using high technology to make our clients' businesses bigger, smarter and more succes.

 GRAPHIC DESIGN	DESCRIPTION Marketing collateral Press ads Stationery Print publications Large format digital	RATE (\$) 165/hr 350/hr 594/hr 234/hr 250/hr
 WEB DESIGN	DESCRIPTION Full database integration E-Commerce systems Content management Hosting, site set-up and email management Intranet / extranet and back-office systems	RATE (\$) 665/hr 456/hr 767/hr 254/hr 326/hr
 SOCIAL MEDIA	DESCRIPTION Generate revenue Brand advocates Community growth Improved customer service Website traffic	RATE (\$) 365/hr 256/hr 167/hr 454/hr 226/hr
 SEO SERVICE	DESCRIPTION Market Research Keyword Research Competitor Comparison Code Optimization Link Saturation	RATE (\$) 465/hr 656/hr 267/hr 754/hr 426/hr



CLIENTS

TRUST

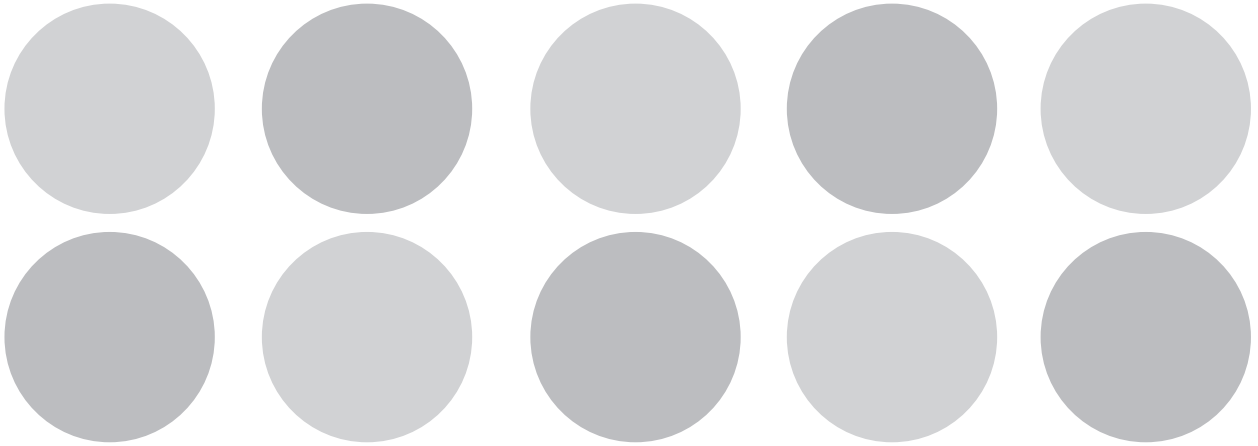
We service all forms of trusts and corporate entities for our clients. Our team is used to liaising with the client's professional advisors throughout the world.

11

GLOBAL CLIENTS

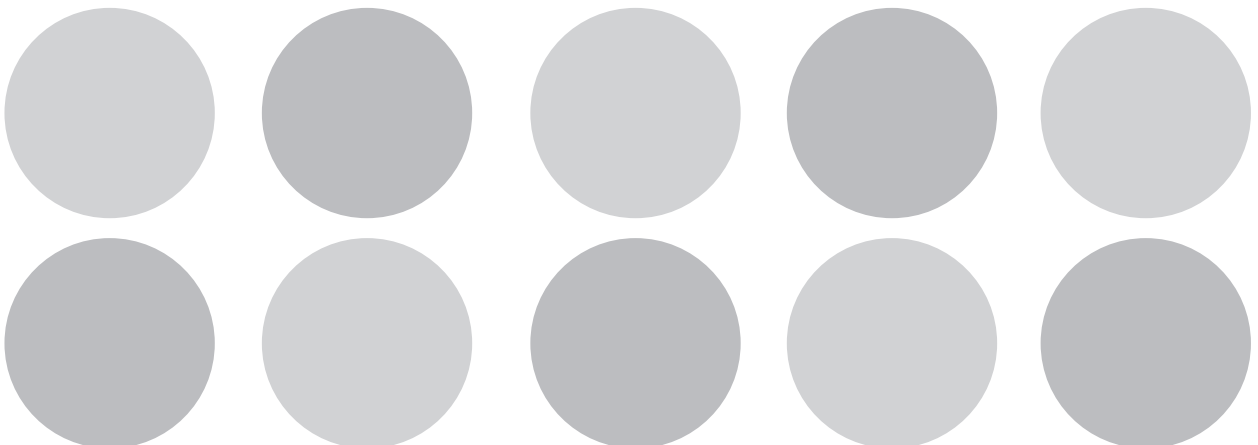
Maleo serves a global base of more than 700 clients worldwide, representing all industries and company sizes, from small to mid-sized organizations to Fortune 500, multi-national companies with global treasury operations.

The following is list of our clients. Many of these firms have multiple offices and many of them reached succes story with us.



LOCAL CLIENTS

With clients ranging from the largest cities, national corporations, private company, and engineering consulting firms to local government agencies and authorities, to universities, to local consultants, we provide services to thousands of clients in over 70 cities nation wide.





PORTFOLIO

WEBSITE PROJECT

Sample 1

13



In 2014, XYZ company came to Maleo for a complete redesign of their existing site, a new identity and the addition of new features to the site.

We designed a web site to better highlight XYZ company gallery's, collectible and stand out items that are available at their portfolio. They have offered an incredible range of photo making each album. Whether they are buying or selling photography with different style: mid-century, modern, classic, fashion, potrait, business, or anything of value, XYZ company's photographer is available to insure a satisfying picture experience.

As well as being a professional, friendly and approachable team we have another strength which is the ability to deliver complete projects without the need to outsource. Our professional team possess all the skills required to deliver all types of websites from simple brochure websites to more complex eCommerce, Content Management Systems (CMS) and custom back office to web solutions.

Project Type

Corporate Website

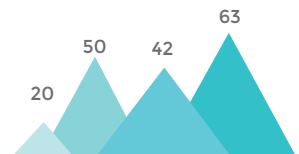
Company Name:

XYZ Company, Inc.

Time Estimation:

3 Months

PROJECT RESULTS



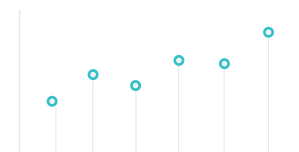
FIRST SEMESTER TRAFFIC

Fluctuative traffic data before launch new features.



REGISTER REPORT

50k new register in two month



SECOND SEMESTER TRAFFIC

Significantly increase after new features launched.



UNREGISTER REPORT

50k new register in two month



Logo Here

MOBILE APPLICATION

PROJECT DETAIL

AND Mobile Application

Project Type
Mobile Application
Company Name:
AND Company, Inc.
Time Estimation:
4 Months



BACKGROUND

Using AND Mobile application, register can login to their appointment schedule and view a list, day or month, and get an overview of their appointments with clients, contacts and meeting updates.

RESPONSE

Using AND Mobile application, register can login to their appointment schedule and view a list, day or month, and get an overview of their appointments with clients, contacts and meeting updates.



CHERRY
application,
register can
login to their.



CHERRY
application,
register can
login to their.



CHERRY
application,
register can
login to their.



CHERRY
application,
register can
login to their.

BRAND IDENTITY

PROJECT DETAIL

GROW Brand Identity

Project Type
Logo Identity
Company Name:
Logo Company, Inc.
Time Estimation:
2 Weeks



This was a logo naming project and logo design project for a printing and graphic company. The client went with another name and direction. This would be good for a design and packaging firm. Unlike other company, Logo is targeted specifically to logo designers. We've made the logo easy to use, customizable, and structured to help our clients more projects.

BRAND ESSENCE

This was a logo naming project and logo design project for a printing and graphic company. The client went with another name and direction. This would be good for a design and packaging firm.

LOGO ELEMENTS



SHAPE 1

Main triangle represent growing process



SHAPE 2

Small triangle giving the best service quality



TYPE

MAIN TYPEFACE

- Ubuntu
- Valera

COLOR BASE



LIGHT GREY
C0 M0 Y0 K30



RED
C0 M70 Y60 K0



LIGHT RED
C0 M20 Y10 K0

SOCIAL MEDIA

Project Type
Social Media Management

Company Name:
ABC, Inc.

Time Estimation:
One Year Contract





THE CHALLENGE

As a large retailer, SOMAY was late to embrace and implement a social media strategy. The challenge was to figure out a way to grow their social media fanbase, monitor the conversation taking place on the social web, and gather data on their efforts.



PLAN

From the start, Somay has seen the benefits of using Maleo to help implement their social media strategy. We dove deeper into the data to see how the percentage of mentions changed week over week and compared to previous promotions.



STRATEGY

Using the monitoring feature to view mentions of their brand and promotions allows them to stay agile and engage with their community. They track keywords to understand what is being posted on social media by consumers and competitors.



TECHNOLOGY

We active on social media and had a combined following of 177,435 fans across Facebook, Twitter, Pinterest, and Google+. We use Social Booster to helps marketing find the right prospects, at the right time, maximizing opportunities for personalization of content.



RESPONSE REVIEW



435,934,4390

Facebook Likes



SIX MONTHS

Trending Topic

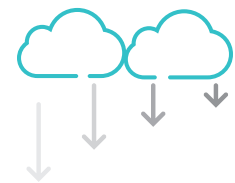


435,934,4390

Twit Follower

PROJECT RESULTS

We designed a web site to better highlight XYZ company gallery's, collectible and stand out items that are available at their portfolio.



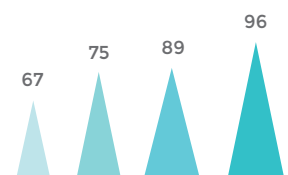
FIRST SEMESTER TRAFFIC

Fluctuative traffic data before launch new features.



REGISTER REPORT

50k new register in two month



SECOND SEMESTER TRAFFIC

Significantly increase after new features launched.



UNREGISTER REPORT

50k new register in two month



Logo Here

Business Project Project Proposal

SEO SERVICES

Project Type
SEO Service

Company Name:
Kolor Company, Inc.

Time Estimation:
4 Months





THE CHALLENGE

The mission of KOLOR is to empower people to fight global poverty through life-changing programs.



STRATEGY

We have been consulting with them on their online presence and how to increase natural traffic through the keywords that they are showing up for. One of their optimization tools is a clear corporate website strategy.



PLAN

Our plan is to increase unique traffic to Kolor.com website and convert anonymous traffic to known visitors by promoting premium content to visitors from social media sites via free content.



TECHNOLOGY

Keyword

- GOOGLE ADWORDS
- UBBER SUGGEST

Competition

- GOOGLE TREND
- NETCOMBER

On Page SEO

- SEOSITE CHECKUP
- GTMETRIX

On Page SEO

- SEOSITE CHECKUP
- GTMETRIX



RESPONSE REVIEW

#10

PAGE RANK

923K

PAGE VIEW

200K

UNIQUE VISITOR

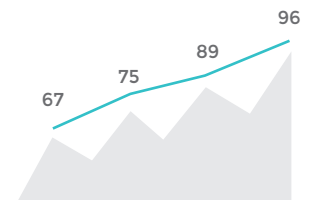
PROJECT RESULTS

We designed a web site to better highlight XYZ company gallery's, collectible and stand out items that are available at their portfolio.



SECOND SEMESTER TRAFFIC

Significantly increase after new features launched.



UNREGISTER REPORT

50k new register in two month



UNREGISTER REPORT

50k new register in two month



UNREGISTER REPORT

50k new register in two month

PACKAGING

Project Type
Packaging Design

Company Name:
Luwakers, Inc.

Time Estimation:
3 Months

BACKGROUND

To launch the new formula of the flavors of Luwak Coffee, Luwaker company need to design a new creative packaging and get more impression to potential buyer.

STRATEGY

We created bottles with the texture of the luwak for the new flavors and a diagonal perforation, so that consumers could feel the unique experience of peeling a drink made of coffee.

PLAN

The idea is to target a new buyer that otherwise would not drink coffee, but also to those who are usually in a hurry in the morning want to enjoy the coffee.

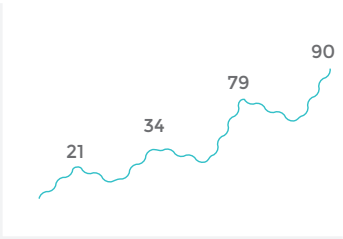
TECHNOLOGY



RESULT

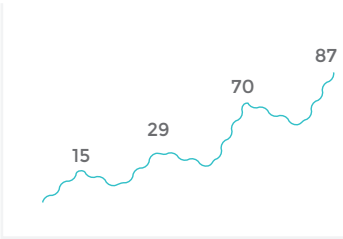
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PHASE ONE



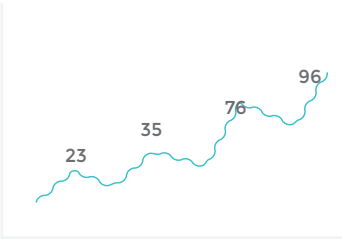
We created bottles with the texture of the luwak for the new flavors and a diagonal perforation.

PHASE TWO



We created bottles with the texture of the luwak for the new flavors and a diagonal perforation.

PHASE THREE



We created bottles with the texture of the luwak for the new flavors and a diagonal perforation.

PHOTOGRAPHY

Sample 2



Project Type
Wedding Photo
Company Name:
John & Jane
Time Estimation:
2 Weeks



STRATEGY

The photo was to be outlined, meaning that the plate was to be “cut out” and a background added later. This makes things a whole lot easier than if the background was to be used.



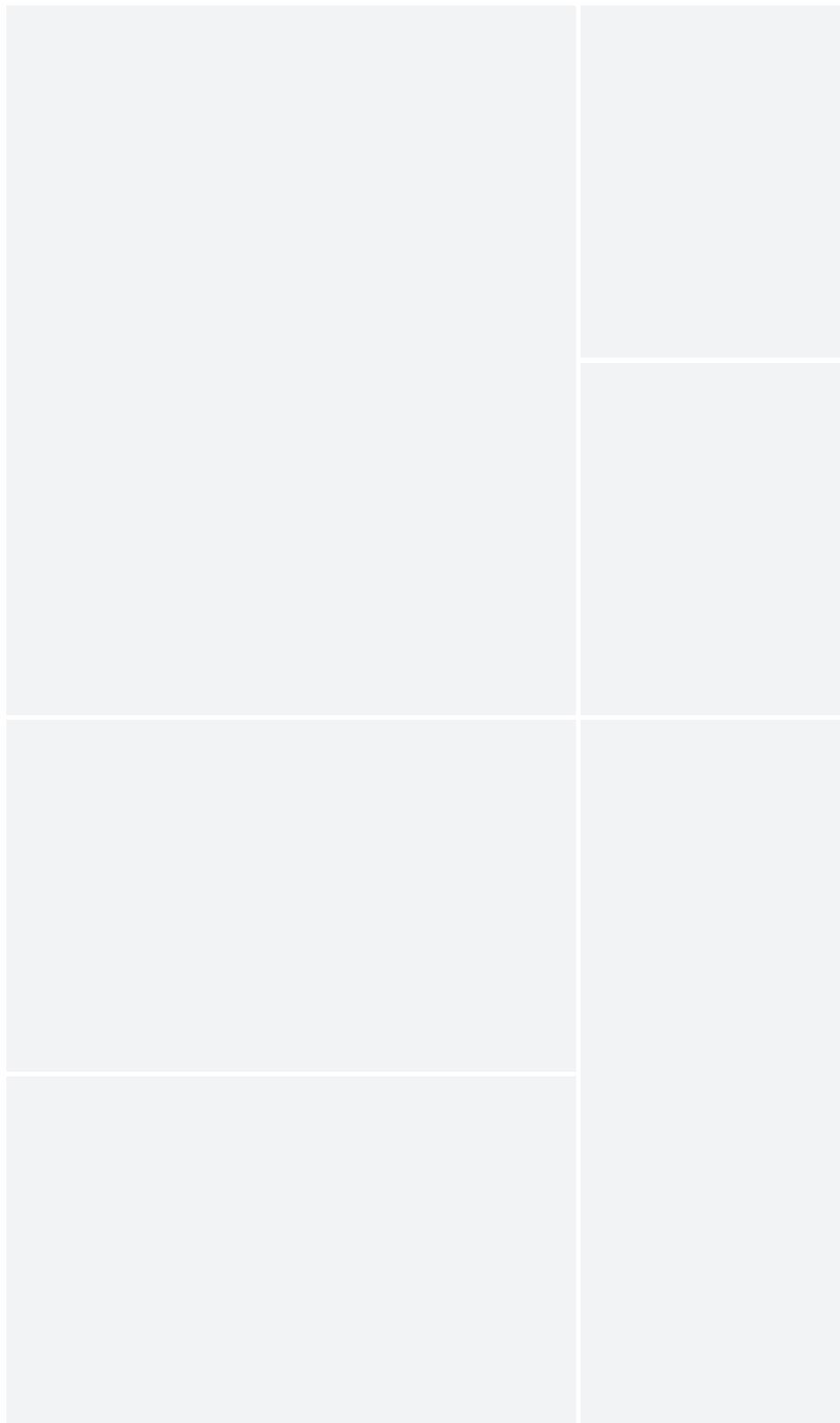
TECHNOLOGY



NIKON D7



LENSES FILTER



PHOTOGRAPHY

Sample 3

23



Project Type

Business Photo

Company Name:

Resto Company, Inc.

Time Estimation:

2 Months



STRATEGY

The photo was to be outlined, meaning that the plate was to be “cut out” and a background added later. This makes things a whole lot easier than if the background was to be used.

PROJECT PROPOSAL

OBJECTIVE

RATIONALE

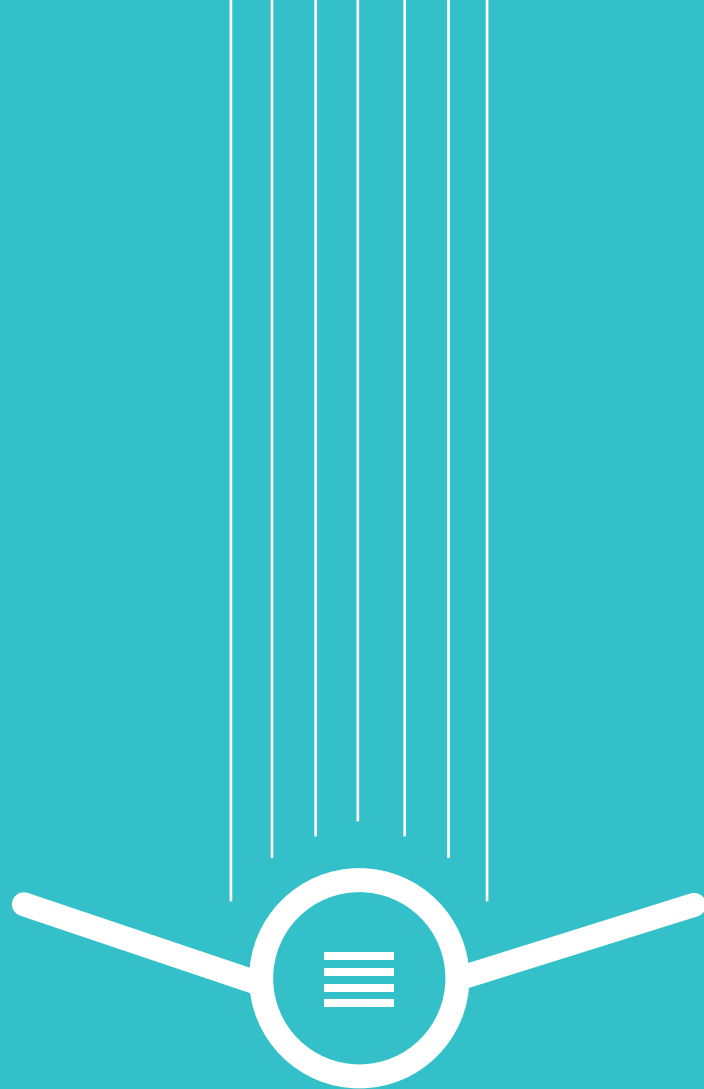
OPPORTUNITY

TIMELINE

PRICING PLAN

ESTIMATED BUDGET

TERMS & CONS



DESCRIPTION

OBJECTIVES

GOALS

The website redesign project is the company's effort to refresh its Web presence through improved design, structure, user experience and maintainability.

BACKGROUND

As the company's farthest-reaching marketing tool and most-used creative media information, the Somay Web site serves an extraordinary amount of designs and packaging. To better meet the needs of all clients and to represent quality to its many audiences as the modern, multicultural institution it is, the redesign aims to:

- Incorporate new branded designs that convey our rigorous value, cutting-edge design, cosmopolitan community and modern company;
- Create a more interactive and engaging site;
- Present a focused, easy-to-navigate site; and
- Create pages that speak directly to the needs of internal audiences.

OBJECTIVES

Objectives are concrete statements describing what the project is trying to achieve. Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver. Objectives are concrete statements describing what the project is trying to achieve. Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver.

- The objective is much more concrete and specific than the goal statement.
- The objective is measurable in terms of the average client wait times the new phone system is trying to achieve.
- We must assume that the objective is achievable and realistic.
- The objective is time-bound, and should be completed by January 31.
- Objectives should refer to the deliverables of the project.

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RATIONALE

Objectives are concrete statements describing what the project is trying to achieve. Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver.

PROCESS 1

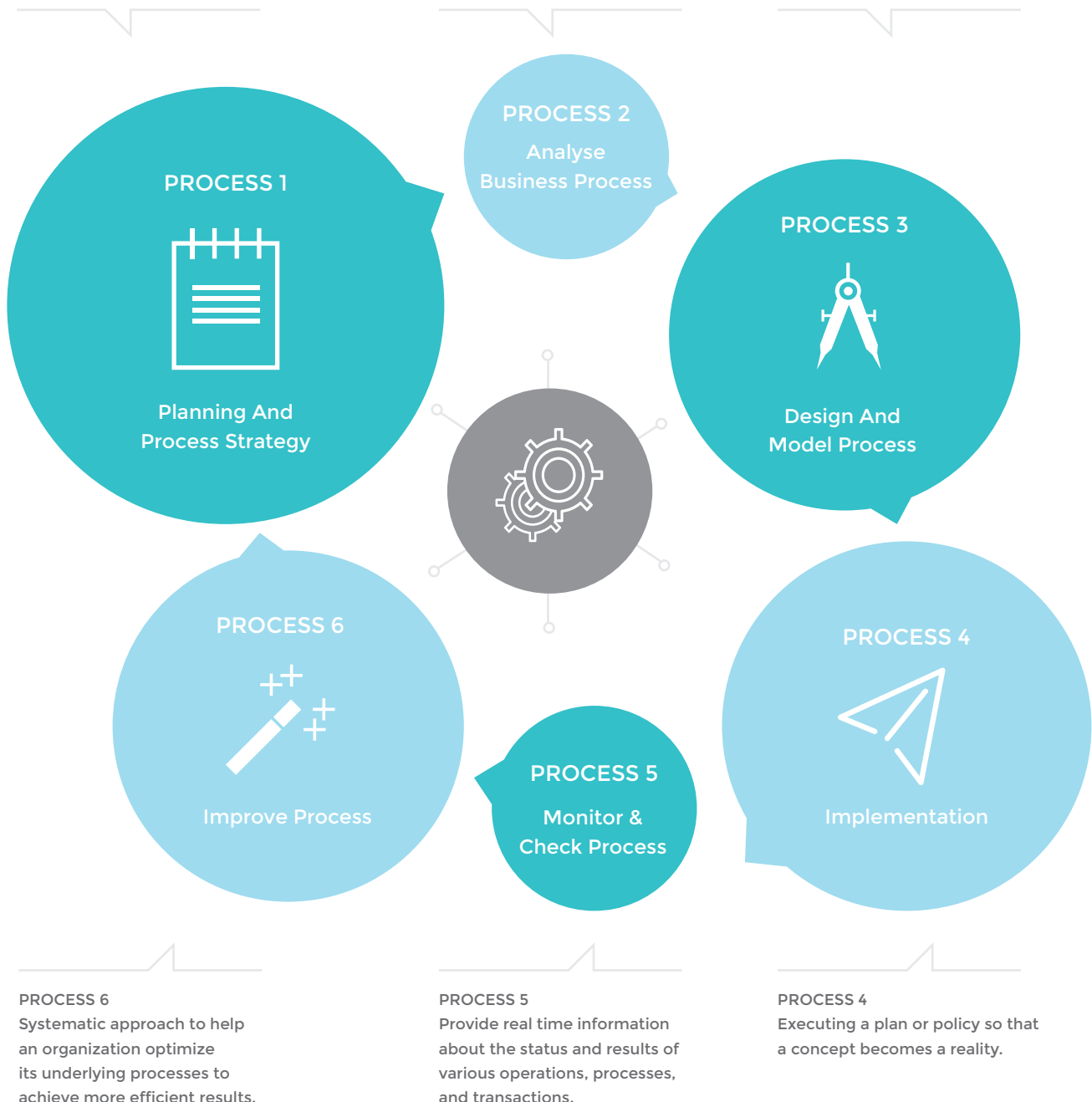
Formal statement of a set of business goals.

PROCESS 2

Identifying business needs and determining solutions to business problems.

PROCESS 2

Seeking to improve process efficiency, quality, and reduce waste.

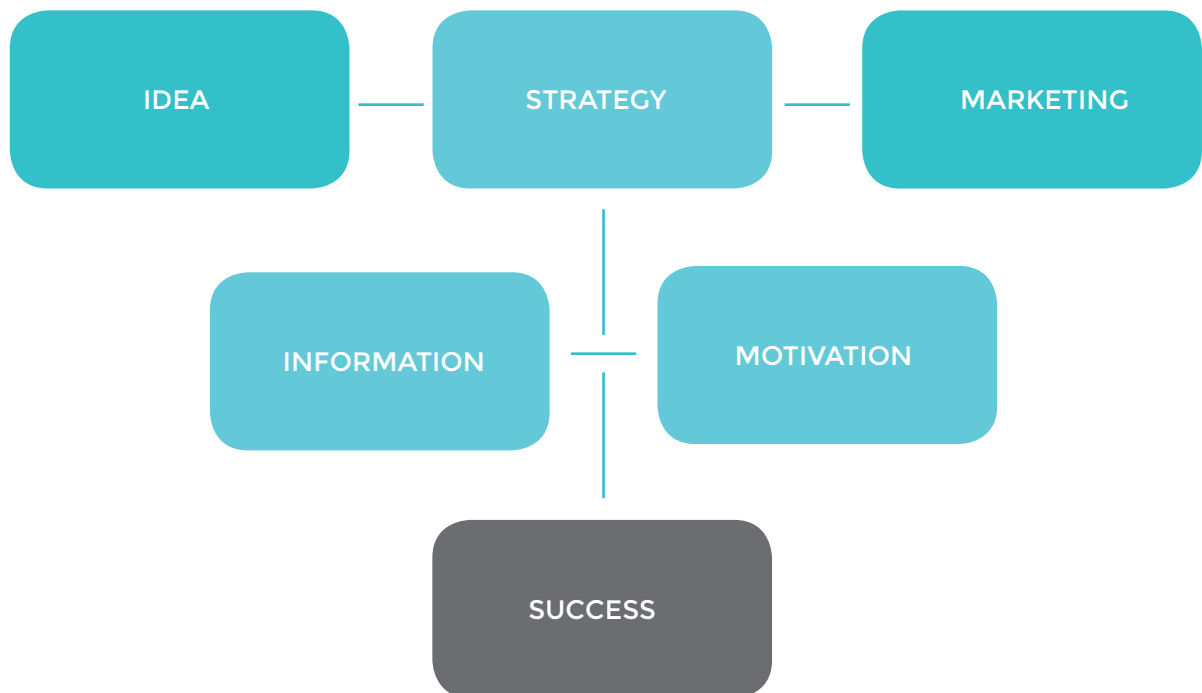


OPPORTUNITY

Objectives are concrete statements describing what the project is trying to achieve. Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver.

As the company's farthest-reaching marketing tool and most-used creative media information, the Somay Web site serves an extraordinary amount of designs and packaging. To better meet the needs of all clients and to represent quality to

its many audiences as the modern, multicultural institution it is, the redesign aims to. To better meet the needs of all clients and to represent quality to its many audiences as the modern, multicultural institution it is, the redesign aims to:

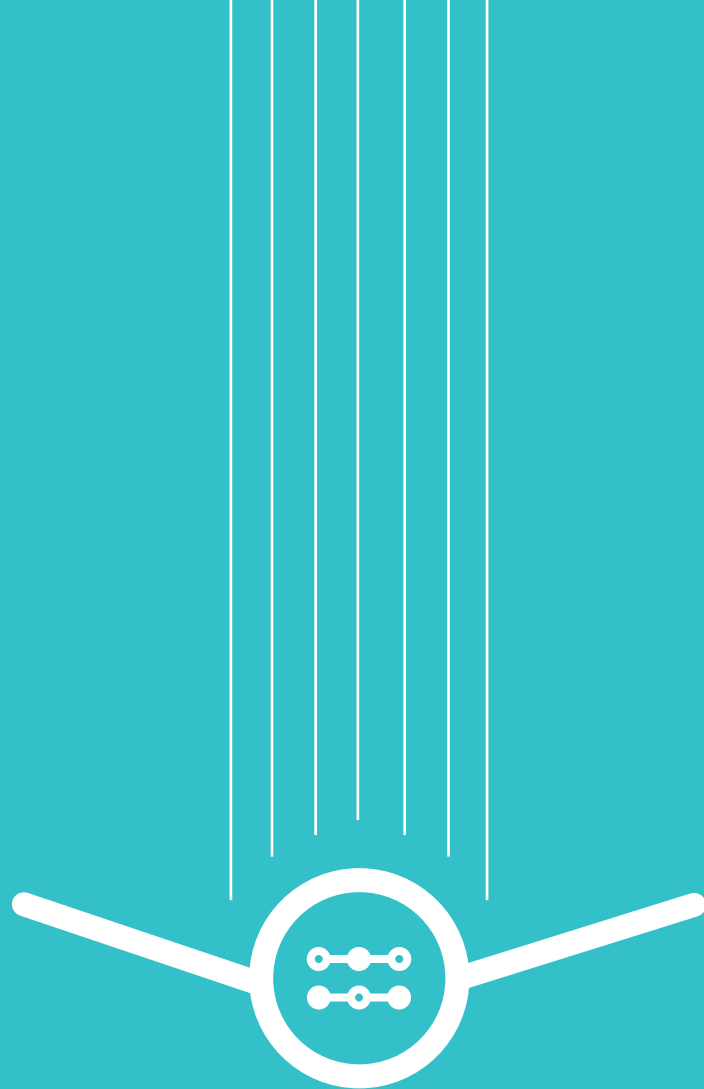


OBJECTIVES ARE CONCRETE STATEMENTS

As the company's farthest-reaching marketing tool and most-used creative media information, the Somay Web site serves an extraordinary amount of designs and packaging. To better meet the needs of all clients and to represent quality to its many audiences as the modern.

ADVERTISING

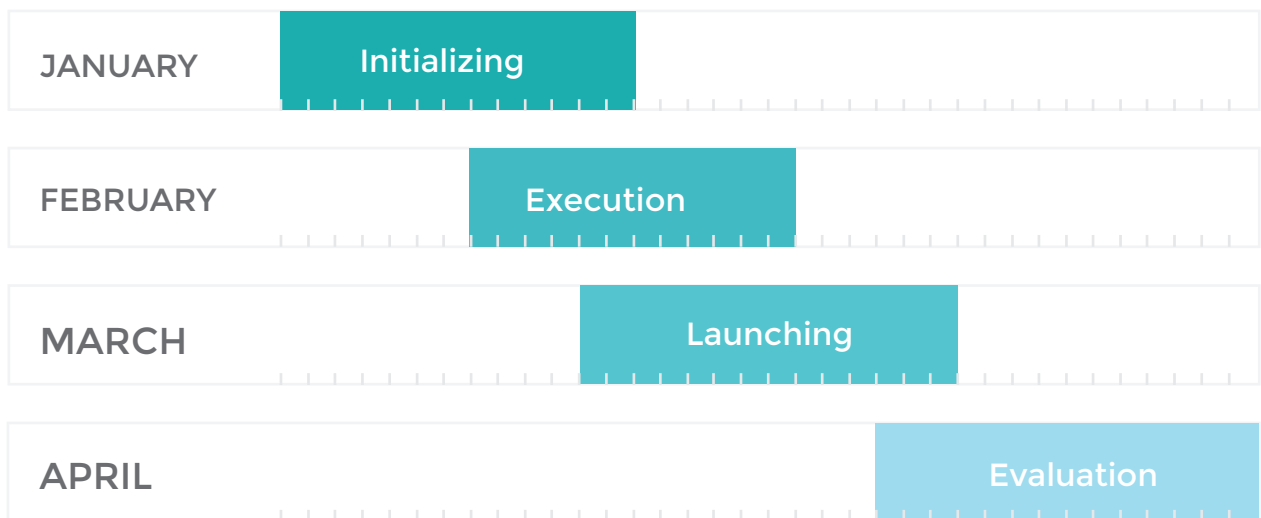
Targeted website traffic sent directly to your business opportunity. Our business opportunity advertising methods can't be beat. Advertise your business opportunity to up to 10,000 business opportunity seekers daily through targeted pop advertising.



TIMELINE

TIME IS EVERYTHING

As a website service company we are responsible for every aspect of an affordable housing project, from financing and regulatory approval to construction and occupancy. There is a process to follow when developing a new website to ensure a successful website from discovery to launch. we establish milestones for every web project and ensure that we hit the goals at each stage before moving to the next. We like to think of this as building a platform to success.



Project Development Time

Maleo is the world's leading source of design information and insight on businesses, enabling companies to decide for more than 10 years. Today, Maleo global business contains more than hundreds of services around the world.

JANUARY LISTS

- ☐ Website questionnaire
- ☐ Kickoff meeting / questionnaire review
- ☐ Create a design proof

FEBRUARY LISTS

- ☐ Content writing and assembly
- ☐ Development and programming
- ☐ Content writing and assembly
- ☐ Development and programming

MARCH LISTS

- ☐ Website Architecture
- ☐ Development and programming
- ☐ Development review

APRIL LISTS

- ☐ Beta testing and review
- ☐ Site launch & Maintaining
- ☐ Beta testing and review
- ☐ Site launch & Maintaining



PRICING

COMPETITIVE PRICING PLAN

Your special price will be in the Standard plan which has lux features enabled.
You can choose the plan that suits you best with your objectives.

Maleo has several pricing options to fit your company's needs and your budget. We have experience working with non profit organizations as well as business clients. Our service pricing is based on the complexity of the project and the number of pages a site needs.



BASIC

\$2,000

- All-In-One Social Inbox
- Real-time Brand Monitoring
- Advanced Publishing Features
- Social CRM Tools
- Comprehensive Reporting Tools
- Complimentary Training & Support
- Manage up to 10 profiles



STANDARD

\$5,000

- All-In-Basic Feature
- Real-time Brand Monitoring
- Advanced Publishing Features
- Social CRM Tools
- Comprehensive Reporting Tools
- Complimentary Training & Support
- Manage up to 30 profiles
- Complete Publishing & Engagement



PREMIUM

\$7,000

- All-In-Standard Feature
- Real-time Brand Monitoring
- Advanced Publishing Features
- Social CRM Tools
- Comprehensive Reporting Tools
- Complimentary Training & Support
- Manage up to 30 profiles
- Complete Publishing & Engagement
- Helpdesk Integration
- Deluxe Reporting Package



ENTERPRISE

\$10,000

- All-In-Premium Feature
- Real-time Brand Monitoring
- Advanced Publishing Features
- Social CRM Tools
- Comprehensive Reporting Tools
- Complimentary Training & Support
- Manage up to 30 profiles
- Complete Publishing & Engagement
- Helpdesk Integration
- Deluxe Reporting Package
- Google Analytics Integration
- Complimentary Training & Support

NOTES:

If you want to pay directly online, Maleo accepts Visa, Mastercard and wire transfer.
For other payment methods, please contact Maleo to be referred to a local partner.



Logo Here

Business Project Project Proposal



BUDGET

ESTIMATED BUDGET

An estimate can be requested for the complete cost of a project or for a specific phase, estimate for the cost of several projects.

The most costly portions of your website development are usually custom programming and the design layout itself. Overall design or things like menus, galleries, news and blogs are all standard features in today's world. What you pay us for is our design skills and our programming knowledge. Our goal is to give our customer value, no matter what your final project cost is. We rely on your satisfaction to further our business.

ITEM	HOUR	FEE (\$)	TOTAL (\$)
PROJECT 1 - Corporate Website Development - System Development - Internet Application	20hr	35	1,700
PROJECT 2	43hr	35	2,000
PROJECT 3	35hr	35	3,500
PROJECT 4 - Social Media Management - Facebook Application - Landing Page Development	56hr	35	6,700
PROJECT 5	50hr	35	4,500
TOTAL BUDGET			12,700

TERMS:

- Payment of 1/3 of the initial agreed project value as a deposit;
- Payment of 1/3 of the initial agreed project value plus 2/3 of any added services, due when the project is ready for installation;
- Payment of the balance, approximately 1/3 of the initial agreed project value plus 1/3 of any added services, due when the project is successfully installed on a hosting service and operating as intended for 30 days.



TERMS

TERMS & CONDITIONS

SCOPE

Maleo is the world's leading source of design information and insight on businesses, enabling companies to decide for more than 10 years. Today, Maleo global business contains more than hundreds of services around the world. Maleo is the world's leading source of design information and insight on businesses, enabling companies to Decide for more than 10 years.

DESCRIPTION

- Maleo is the world's leading source of design information
- And insight on businesses, enabling companies to decide
- For more than 10 years. Today, Maleo global business contains.
- Maleo is the world's leading source of design information
- And insight on businesses, enabling companies to decide
- For more than 10 years. Today, Maleo global business contains.

CHANGE SCOPE

- Maleo is the world's leading source of design information
- And insight on businesses, enabling companies to decide
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