# **Consultation summary Document**

**Client Information**

**Business Name:** Kigali Waffle Cuisine (KWC)  
**Business Type:** Food Eatery  
**Primary Goal:** Expand online presence and improve customer engagement.  
**Current Status:** Newly established business >2 years with a limited budget.

**Consultation Summary**

The client has expressed interest in expanding their online presence and requested the development of a web application for their food business. After reviewing the client's financial constraints, two potential solutions were proposed:

1. **Developing a Web Application:**
   * Create a functional and visually appealing web application.
2. **Building Social Media Presence to start off:**
   * Establish a presence on social media platforms (e.g., Instagram, Facebook).

# **Budget Document**

**Option 1: Web Application Development**

* **Development:** $3,000 - $5,000
* **Hosting:** $120/year
* **Domain:** $15/year
* **Maintenance:** $250/year
* **Additional Features (if any):** $1,000

**Total Initial Cost:** $3,525 - $6,635

**Option 2: Social Media Presence**

* **Instagram Setup:** $0 (done by consultant)
* **Content Creation:** $50/month (optional)
* **Advertising:** $5 - $100/month (optional)

**Total Initial Cost:** $0 **Recurring Costs:** $50 - $100/month

# **Proposed Solutions Document (includes a ROI analysis)**

**Option 1: Develop a Web Application**

**Deliverables:**

* Provide wireframes and a simple mock page.
* Explain to client about the benefits/ drawbacks of having a web app (Blazor web application).
* Setup a Blazor web app development environment.

**Pros:**

* Professional and comprehensive online presence.
* Potential for integration with ordering and delivery systems and customer engagement solutions and other tools.
* Scalability for future growth.

**Cons:**

* High initial development cost.
* Recurring costs for hosting and maintenance.
* Longer timeline for implementation.

**Budget Estimate:**

* **Development Costs:** $3,000 - $5,000
* **Hosting:** $10/month (basic plan)
* **Domain Registration:** $15/year
* **Maintenance:** $250/year

**Recurring Costs:** $120/year (hosting + domain renewal)

**Total Initial Cost:** Approximately $3,525 - $5,535

**Option 2: Establish Social Media Presence**

**Deliverables**

* Help client establish a social media presence( create a business page for their eatery)

**Pros:**

* Low-cost solution.
* Immediate online presence.
* Ability to engage directly with customers.

**Cons:**

* Limited functionality compared to a full web app.
* Requires ongoing content creation and management.
* Less scalability for business operations.

**Budget Estimate:**

* **Initial Setup:** $0 (done by consultant)
* **Content Creation:** $50/month (optional, if outsourced)
* **Advertising Budget:** $5 - $100month (optional)

**Total Initial Cost:** $0 (consultant's work already done)  
**Recurring Costs:** $50 - $100/month (content and ads)

**Return on Investment (ROI) Analysis**

* **Social Media Presence:** High potential for ROI with minimal investment, increasing brand visibility.
* **Web Application:** Higher upfront costs but scalability to support online orders and customer data collection.

**Recommendation**

While a web application would provide a robust and scalable online presence, establishing a social media presence is the most practical and cost-effective solution for now. This approach allows the client to build brand awareness and engage with customers, paving the way for future investment in a web application.