
PROPOSAL

Prepared for: Coffee Co.

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Project Overview

This proposal summarizes the estimated features, general layout, schedule and investment required to deliver a successful website for the Coffee Co. Our Company propose to create and maintain an online web store for the Coffee Co. Outlined in the following document is the proposed website design and format suggestions.

As Coffee Co doesn't have the website, so we have to create and customize maximum content, which will include product images, text (Headlines/sub headlines) or video (if required). We can use some existing graphic material and can make recommendations on improving them. All the materials to be use, will be pre-approved by the client before publishing it online.

Our proposed website solution would help the business to:

- Establish an online store to enable target customer to navigate through our product range
- To enable anyone to buy products online (ecommerce feature) and place orders in a secure manner
- To promote brand awareness and increase visibility

Goals

- Providing online buying and order placements
- Providing information about Products and services
- Boosting sales & marketing efforts
- To enhance social media engagement
- To be visible on search engines
- To improve interaction with existing and potential customers

Target Audience

Every coffee drinker, small coffee businesses and event organizer are the target audience. Our website will encourage to shop coffee online. And company's catering service (mobile café) will target on different events.

Delivery Requirements

The website will be developed using following technologies focused on the E-commerce logic. Follow a list of the technologies involved:

- HTML, CSS, Sass
- JavaScript, and JQuery for frontend features
- PHP/MySQL for any backend features

- Adobe Photoshop /illustrator to fix the images
- Google Analytics

Site Content

Home

Calgary based coffee roasters (H2)

Ethically sourced, direct trade coffee (H3)

Our goal is to share our passion for coffee. We work closely with the growers to provide you with quality beans with great attention to detail through the entire roasting process. (p)

Online Store

Browse our selection of coffee beans from the best growing regions and farms in the world. Get some cool coffee gear and everything you need to make a great cup of coffee at home. (H2)
(Photos)

Product Page (Sample)

Colombia beans (H2) (photo)

A favorite single origin coffee with approachable flavors of cocoa, molasses and spice. It has a smooth mouth feel and clean finish. (p)

12oz - \$17.95

2lb - \$42.95

Add to Cart (link)

Mobile Café

Take your event to the next level with a unique coffee experience. (H2)

We offer pop up coffee catering for the community at corporate functions, concerts, festivals and other events. We provide locally roasted espresso-based drinks as well as a selection of loose leaf teas and hot chocolate. (p)

For more information or to book us for an event email contact@coffeeco.com or fill out the form below. (p)

Contact

1070 9 Ave SE
Calgary, AB T2G 0S7

403-123-4567

contact@coffeeco.com

Hours of Operation

Monday – Friday: 8AM – 5PM

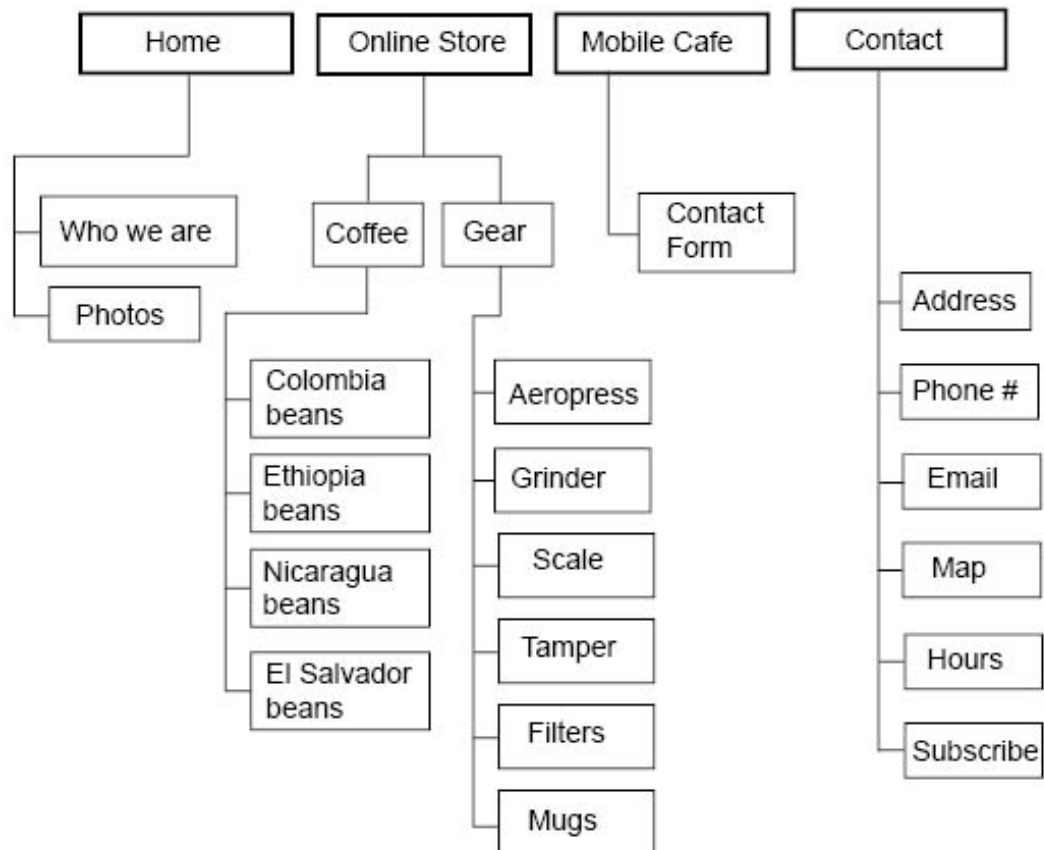
Saturday – Sunday 9AM – 4PM

Subscribe to our monthly newsletter

Site Structure

Coffee Co.

Site Structure



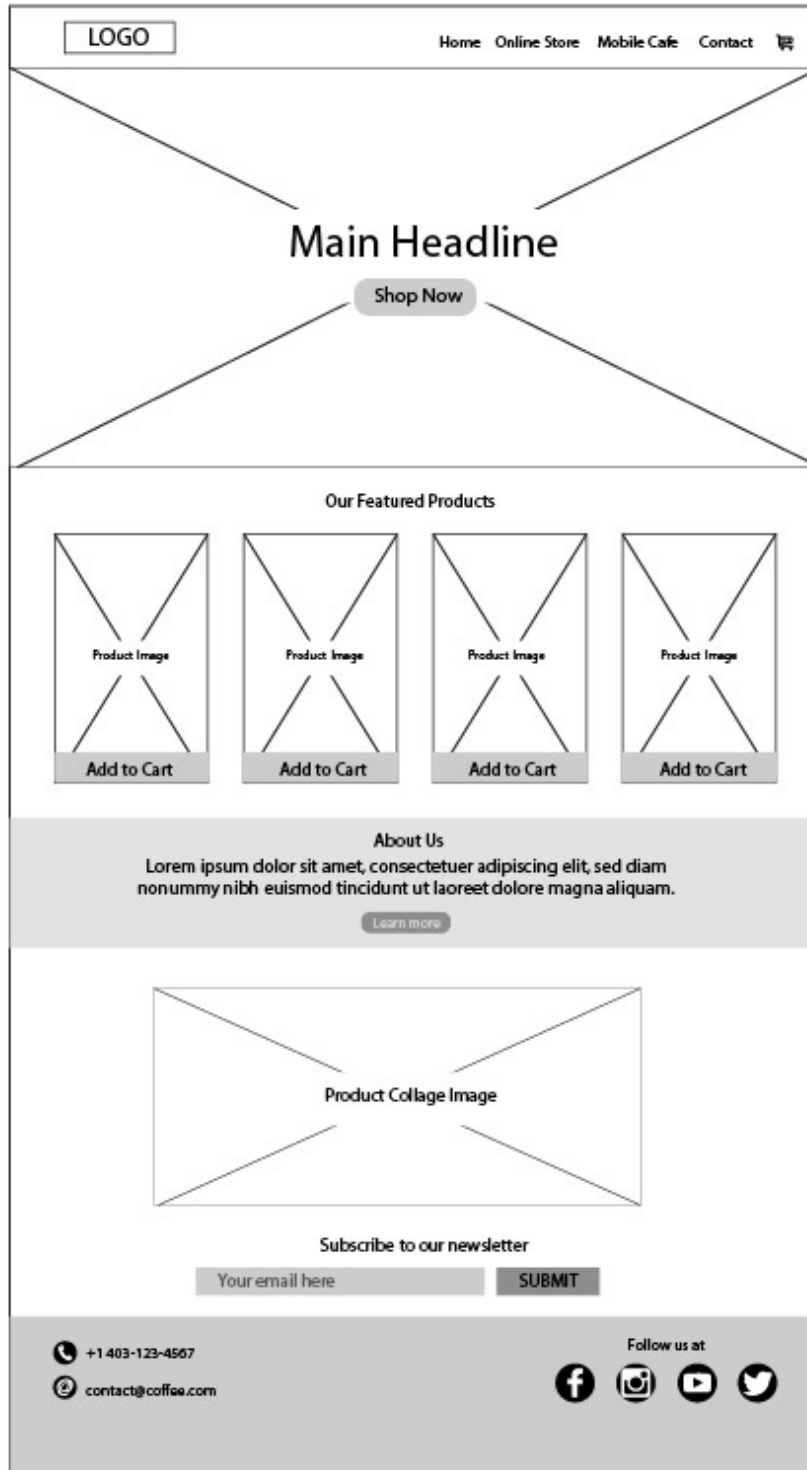
Visual Design

We will execute on a minimal, simple design where all the information is easy to find. The main color to represent the brand is brown in order to give it an earthy feel. We will use some different shades and lighter notes for background use and a shade of yellow to highlight certain areas and call to action links. We will use a modern sans serif font for most of the content like Open Sans.

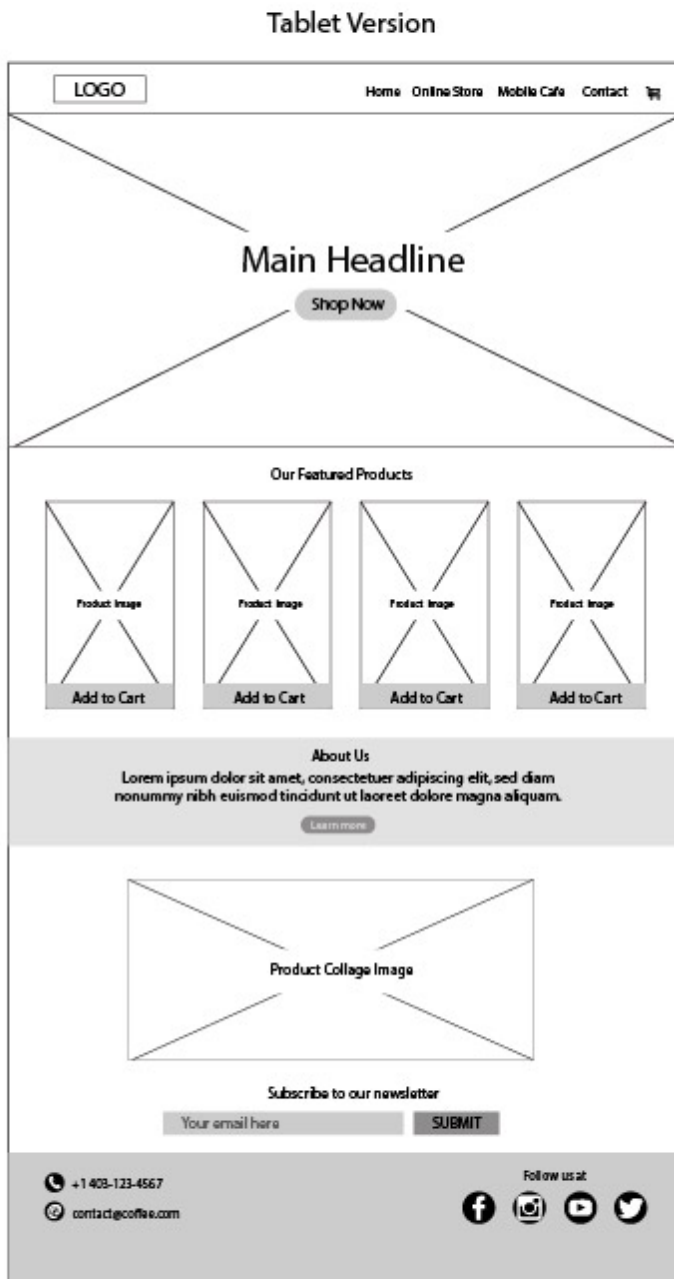
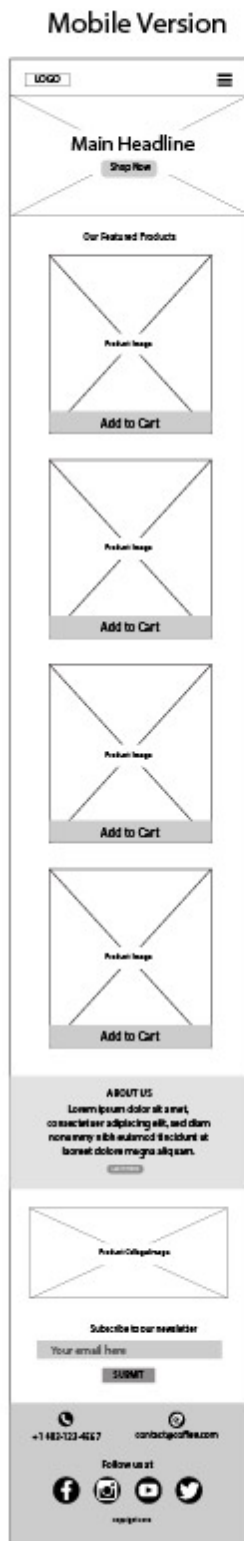
Below is wireframes of the home page and a mock up layout design.

Wireframe 1

Desktop Version



Wireframe 2



Its amazing Coffee

Shop Now

Our Featured Products

Product 1



\$5.99

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Add to Cart

Product 2



\$5.99

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Add to Cart

Product 3



\$5.99

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Add to Cart

Product 4



\$5.99

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Add to Cart

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+1 403-123-4567

@ contact@cofeeco.com

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Our Fee Structure and Estimated Delivery Date

Initial Planning & Marketing Analysis

Content	Outcome	Estimated Delivery Date	Fee
Project Planning Define business scope, target market/customers, goals, etc	General project planning	3 business days after 1 st meeting	\$120
Site Structure Planning and UX Optimization planning Create site map and online store features for approval, and UX optimization planning	Adding sitemap and UX planning into project planning	3 business days after 2 nd meeting	\$200
SEO Planning	Adding SEO optimization planning into project planning	3 business days after 3 rd meeting	\$180
Subtotal			\$500

Primary Web Designing Process

Content	Outcome	Estimated Delivery Date	Fee
Site Design Web design with home page and X linked pages.	General site (with links and all pages set up) without content	7 business days initial planning approved	\$2,500
HTML/CSS/JS Programming Adding on styling and animation design with Html/CSS/JS	General site with styling and animations	7 business days after 1 st site design approved	\$500
PHP Programming /Plug-ins Adding online account/shopping cart/wishlist features .etc	Site with added-on features	7 business days after 2 nd site design approved	\$850
Content Adding in contents per client's requirements	Designed site with company's content client provided	3 business days after 3 rd site design approved	\$150
Products Content Input and categorize products into online shop	Online shop site with products details client provided	The same delivery day as previous one	\$250
Subtotal			\$4,250

Extra Device Optimization (Optional)

Content	Outcome	Estimated Delivery Date	Fee
Mobile Devices Optimization Testing on different mobile devices and making adjustments	Web page was optimized on each different mobile devices.	3 business days after primary web design phase complete	\$550

Pre-launch & Testing Stage

Content	Outcome	Estimated Delivery Date	Fee
Testing and Optimization Testing loading speed over all modern browsers, errors, and UX process	Making adjustments over UX process, shopping process and webpage loading process.	10 business days after primary web design completed	\$1,000
SEO Testing Test search engine result compared to SEO planning in 1 st stage	Analyzing search data, making adjustments of search engine: keywords, pixels, etc.	3 business days after 1 st site design approved	\$200
Subtotal			\$1,200

User Testing Stage

Content	Outcome	Estimated Delivery Date	Fee
Internal Test Internal test of general website function	Making adjustments based on inner test experience	2 days after pre-launch & testing stage completed	\$100
User Testing Have volunteer testing out the UX of the website	Getting user review and analysis from user testing process	2 business days after internal testing completed	\$150
Modification	Making adjustments, modifications and optimizations based on user testing review	3 business days after user testing completed	\$350
Subtotal			\$600

Site launch

Content	Outcome	Estimated Delivery Date	Fee
Site Launch Setting up hosting, domain, moving site from staging to live.	Launched website	1 business day after user testing modification stage completed	\$100
Subtotal			\$100

Post-launch Stage

Content	Outcome	Estimated Delivery Date	Fee
Post Launch Supervision Supervise website's functionality after launching	Take reviews and make adjustments to fix bugs, errors, etc.	10 business days after officially launching	\$1,500
Site Management, Supervision, and Maintenance	Closely watching website activity, and assisting update content provided by client	6 months	\$900
Subtotal			\$2,400

Expense

The total cost for the whole process of designing, developing, testing, deploying and modifying client's website is **CAD\$9,050**.

Payment Schedule

Amount	Due Date
\$3,000	Due at the 1 st project planning meeting
\$3,000	Due on one day before launching day
\$3,050	Due after the successful launch of the completed version of the site

Important Relevant Topics (For SEO)

Best coffee in Calgary, imported coffee bean, beat tim-horton, best holiday gift, coffee catering service, events, free-shipping in Calgary, best coffee roaster machine, coffee love, online shopping , coffee mugs,

Promotional Plan

Social Media Marketing

- Facebook, Twitter, LinkedIn, Instagram
- Provide link of website
- Encourage social sharing of services and prices/discount.
- Share the content regularly and get feedback in posts/comments.

Real World Marketing

- Contact to event organizer to promote catering service
- Distribute the business cards, brochures/ads on different events
- Give some discount on seasonal event/occasion (e.g. Christmas parties)

Conclusion

Above are the proposal we provided for Coffee Co.'s website design. Based on our analysis of Coffee Co's current business situation, business size, competitor, potential partner, and services & product Coffee Co. provided, we are confident that our team of professions are able to design the most suitable and attractive website for Coffee Co. with reasonable price. Our thoroughly services which includes testing, launching, and maintenance plan to ensure the successful launch of the website and guaranteed website traffic as expected.