

Proposal: Custom Website for Cango Woodfired Pizza

This document presents a proposal to Cango Woodfired Pizza for the acquisition of a professionally developed, custom-built website. This website overhaul focuses on modern functionality, exceptional ease of management, and future-proofing your online presence. It is fully developed and ready to deploy immediately.

This is a unique and exceptional value proposition, specifically tailored to the operational needs of your business. Offered at a limited time for 50% off.

The Website Solution

The proposed website offers a comprehensive digital presence designed to enhance customer experience and streamline your menu management processes.

Key Features and Modern Functionality

The website has been developed with current and future digital standards in mind:

- **Future-Proofing:** The site is SEO optimised for modern search engines and structured to ensure compatibility with future AI agent search trends.
- **Responsive Design:** The layout adapts seamlessly for viewing on all devices, including desktops, tablets, and mobile phones, ensuring a consistent user experience.
- **Location Integration:** Features the ability to open Google Maps/Map app directly from the site for easy navigation to your physical location.
- **Dynamic Specials:** A dynamic "special of the day" is displayed prominently on the front page, encouraging repeat visits.
- **Stock Management:** Menu items can be set as "out of stock," which updates dynamically on the public menu page to prevent customer disappointment.

Simplified Management

A core focus of this website is to eliminate the ongoing need for a developer, making management easy and cost-effective.

- **Powerful Management Dashboard:** Access all controls via a powerful and intuitive management dashboard.

- **Developer-Free Updates:** The emphasis is on easy management to negate the need for hiring a developer for routine menu updates.

Sophisticated Menu Management

This custom-built feature is the centerpiece of the website and offers unparalleled efficiency:

- **Centralized Editing:** Easily edit menu and specials, or add/delete items.
- **Automatic Dual-Format Updating:** The sophisticated menu management tool automatically updates both the public website menu *and* generates an up-to-date Menu PDF for fast and easy updating of print files—all in one place.
 - *Note: Marking an item as "out of stock" affects the live website menu but does not alter the downloaded print menu PDF.*

Live Demonstration

You can explore the fully functional website and test the management capabilities immediately:

Component	URL
Demonstration Site	http://cangowoodfiredpizza.atwebpages.com/
Management Dashboard	http://cangowoodfiredpizza.atwebpages.com/dashboard.php

You can log into the dashboard using the following temporary credentials:

- **Username:** admin
- **Password:** password

Technology Stack

The website is built on a reliable and cost-effective foundation:

- **Technology Stack:** LAMP (Linux, Apache, MySQL, PHP)
- **Benefit:** This stack ensures broad compatibility and allows for the use of the most cost-effective hosting options, such as shared Linux hosting.

Offered Options

To ensure you find the perfect fit for your technical and financial needs, three options are available. The custom-built website source code is offered at a special, heavily discounted price.

This is a very good value proposition given the powerful and user-friendly menu management tools custom-built specifically for your business, and I hope you will take this special offer into consideration.

Special Discounted Pricing (Available until Dec 31, 2025)

Item	Cost
Website Source Code (50% Discount)	R1500
Normal Rate (After Discount Expires)	R3000

Option 1: Just the Website

Item	Description	Cost
Website Source Code	The complete website files	R1500
Total One-Time Cost		R1500

- *Note: You get the website files and can upload them to your existing host yourself if you know how, or with your chosen web developer.*

Option 2: Website with Hosting Setup

Item	Description	Cost
Website Source Code	The complete website files	R1500
Hosting Setup and First Payment	One-time setup and initial hosting fee	R200
Monthly Hosting Fee	Payable directly to the host	R59

Item	Description	Cost
Total Initial Cost		R1700
Ongoing Monthly Fee		R59

- *Note: With this option, you receive the website and a hassle-free setup with hosting transferred to you. You pay for the hosting monthly directly with no middleman, ensuring the lowest possible monthly fees.*

Option 3: Website with Managed Hosting (Most Hands-Off)

Item	Description	Cost
Website Source Code	The complete website files	R1500
Once-Off Setup Cost	Includes the first month's hosting fees (pro-rata)	R200
Monthly Managed Hosting Fees	Includes hosting, support, and small change requests	R159
Total Initial Cost		R1700
Ongoing Monthly Fee		R159

- *Note: This option is the most hands-off long-term choice. You will receive support for any issues that arise or small changes you need to the website that you cannot complete yourself via the management dashboard.*

Guarantee and Next Steps

Whichever option you choose, you will have a guarantee for a fully functioning website. If there are any issues with the initial setup, they will be fixed at no additional charge.

If you have any further questions about the proposal or how to use the website, please let me know!