**Project Proposal:** Yung Kong Co. website improvement

**Your Name:** Justin Lau

**Department**: IT Department

**Date:**

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# Executive Summary

The purpose of this proposal is to outline a project aimed at significantly enhancing [Yung Kong website](https://www.yungkongco.com.my/) to improve its aesthetics, functionality, and informational content with more engaging and informative online platform that better serves our audience.

# Background

Yung Kong website serves as a critical interface for clients, stakeholders, and the public to access information about our services, products, and organizational updates. However, outdated design elements, cluttered layouts, and a lack of cohesive navigation detract from the website's effectiveness in conveying our message and engaging users.

# Project Objectives

The primary objectives of this project are:

* **Enhance the visual appeal of the website**: utilize modern and professional design.
* **Expand the content:** include comprehensive information about our services, products, and organizational capabilities.
* **Improve user experience (UX) and navigation:** ensure intuitive browsing and accessibility.
* **Optimize website:** improve mobile responsiveness

# Project Scope

* **Inclusions**: What is included in the project.
* **Exclusions**: What is not included.
* **Constraints**: Any limitations or constraints.
* **Assumptions**: Assumptions made during planning.

# Methodology and Approach

* **Project Phases**: Description of each phase of the project.
* **Activities and Tasks**: Specific activities and tasks within each phase.
* **Timeline**: Detailed timeline with milestones.
* **Deliverables**: Key deliverables for each phase.

# Resources and Budget

* **Resource Requirements**: Website domain

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