WEBSITE UPGRADE PROPOSAL

Explorian Safaris

Modern Website & Admin Dashboard System

Prepared For:
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Proposal Valid Until: [Start Work Date + 90 days]

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1. INTRODUCTION

Thank you for the opportunity to present this proposal for upgrading the Explorian Safaris website.

After reviewing your current website and studying successful safari companies like Tanzania Specialist, I have prepared a comprehensive solution that will modernize your online presence and help you get more bookings.

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2. SCOPE OF SERVICES

2.1 Deliverables

A. Modern Website (Customer-Facing)

Design & Features:

- Professional safari-themed design inspired by industry leaders
- Responsive layout (works perfectly on mobile, tablet, and desktop)
- Modern color scheme (Safari green and sunset orange)
- High-quality typography and visual hierarchy

Functionality:

- Package display with clear pricing

- Request Quote system with popup modal

- TripAdvisor review integration (auto-sync)

- WhatsApp instant messaging button

- Trust badges and credentials display

- Email and phone click-to-contact

- Social media integration

Sections:

- Hero section with call-to-action

- Trust bar with ratings

- Safari packages with detailed information

- Mountain trekking packages

- Beach holiday packages

- Day trips and cultural tours

- Customer testimonials and reviews

- FAQ section

- Contact information

- Footer with quick links

B. Admin Dashboard (Your Control Panel)

Package Management:

- Add new safari packages

- Edit existing packages

- Update prices instantly

- Change descriptions

- Upload and manage photos

- Enable/disable packages

- Set badges (e.g., "Most Popular")

Quote Request Management:

- View all customer inquiries

- See complete customer details

- Track inquiry status (Pending/Responded/Booked)

- Search and filter requests

- Export to Excel/PDF

Review Management:

- Sync reviews from TripAdvisor automatically

- Choose which reviews to display

- View ratings and statistics

- Manage review visibility

Settings:

- Update contact information

- Configure TripAdvisor API

- Change email addresses

- Update phone numbers

- Manage WhatsApp number

Dashboard:

- View statistics and analytics

- See recent activity

- Monitor performance

C. Database & Backend

Database Tables:

- Packages storage

- Quote requests

- Customer reviews

- Settings and configuration

- Admin user management

Backend API:

- RESTful API endpoints

- Secure authentication

- Image upload handling

- Email notification system

- Data validation and security

D. Integration & Setup

TripAdvisor Integration:

- Connect to TripAdvisor API

- Auto-sync reviews

- Display ratings prominently

- Update automatically

Email System:

- Quote request notifications

- Automatic confirmations

- Admin alerts

Security:

- SSL certificate installation

- Secure admin login

- Password protection

- Data encryption

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3. PROJECT TIMELINE

Phase 1: Setup & Development (Week 1)

- Database creation and configuration

- Backend API development

- Admin dashboard setup

- Initial testing

Phase 2: Installation & Integration (Week 2)

- Upload website to your hosting

- Connect database

- Configure TripAdvisor API

- Set up email notifications

- SSL certificate installation

Phase 3: Content & Testing (Week 3)

- Add your safari photos

- Input package details

- Import reviews from TripAdvisor

- Comprehensive testing on all devices

- Performance optimization

- Website goes live!

Total Duration: 2-3 Weeks

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4. INVESTMENT & PAYMENT TERMS

4.1 Project Cost

Total Investment: TShs 2,500,000

What's Included: ✓ Modern responsive website design ✓ Complete admin dashboard development ✓ Database setup and configuration ✓ Backend API development ✓ TripAdvisor integration ✓ Email notification system ✓ Image upload functionality ✓ SSL certificate installation ✓ Full testing and quality assurance ✓ Personal training session ✓ 90 days post-launch support

4.2 Payment Schedule

Milestone 1: Project Commencement

- Amount: **TShs 1,500,000**

- When: Upon proposal acceptance to begin work

- Deliverable: Project kickoff, requirements gathering

Milestone 2: Project Completion

- Amount: **TShs 1,000,000**

- When: Before final website handover

- Deliverable: Fully functional website and admin dashboard

4.3 Ongoing Costs (Not Included)

Annual Costs (You Pay Directly to Providers):

- **Web Hosting:** TShs 50,000 - 100,000/year

    o   Recommended: Quality hosting with good support

    o   Includes: Storage, bandwidth, email accounts

- **Domain Name:** TShs 40,000/year

    o   Renewal of exploriansafaris.com

- **SSL Certificate:** Often FREE with hosting

    o   Or TShs 20,000/year for premium SSL

Total Annual: Approximately TShs 90,000 - 160,000/year

Note: I can help you choose and set up the best hosting provider.

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5. POST-HANDOVER SUPPORT & MAINTENANCE

5.1 Initial Support (FREE)

90 Days Free Support Includes: ✓ Bug fixes and issue resolution ✓ Small changes and adjustments ✓ Questions answered ✓ Technical assistance ✓ Email and phone support

5.2 Ongoing Maintenance (After 90 Days)

Choose the option that works best for you:

OPTION A: Annual Maintenance Contract

Investment: TShs 750,000/year (approx. $280/year)

Includes: ✓ Unlimited changes and updates ✓ Priority support (response within 24 hours) ✓ Monthly backups ✓ Security monitoring ✓ Performance optimization ✓ Content updates (packages, prices, photos) ✓ Technical support ✓ Minor feature additions ✓ Peace of mind

PLUS: Hosting, domain, and other online costs

Best For: Active management, frequent updates, worry-free operation

OPTION B: Pay-Per-Maintenance

Investment: TShs 265,000 per maintenance (approx. $100)

Includes: ✓ Specific changes or updates requested ✓ Bug fixes ✓ Technical support for that issue ✓ Email support

PLUS: Hosting, domain, and other online costs

Best For: Minimal changes, stable website, technical confidence

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5.3 What is NOT Covered (Additional Cost)

Major additions such as:

- Complete redesign

- New major features (booking calendar, payment gateway)

- Migration to new platform

- Custom integrations beyond TripAdvisor

These would be quoted separately if needed.

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6. RESPONSIBILITIES

6.1 My Responsibilities

During Project: ✓ Professional development and design ✓ Clean, secure, optimized code ✓ Timely delivery as per schedule ✓ Regular progress updates ✓ Quality testing ✓ Complete documentation ✓ Comprehensive training

Post-Handover: ✓ 90 days free support ✓ Bug fixes and issue resolution ✓ Answer questions promptly ✓ Ongoing support (if maintenance contract chosen)

6.2 Your Responsibilities

For Smooth Delivery: ✓ Provide hosting access details ✓ Supply high-quality safari photos (minimum 10-15) ✓ Verify package details and pricing ✓ Provide TripAdvisor business page URL ✓ Timely responses to questions ✓ Review and approve work at milestones ✓ Make payments as per schedule ✓ Test and provide feedback

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7. TERMS & CONDITIONS

7.1 Acceptance

This proposal is valid for 30 days from the date above.

7.2 Ownership

Upon final payment, you own all website files, designs, and content. Source code and database are yours.

7.3 Confidentiality

All business information shared remains confidential.

7.4 Cancellation

If you cancel after advance payment, work completed will be billed hourly at TShs 50,000/hour, deducted from advance.

7.5 Hosting

You maintain your own hosting account. I can recommend providers but hosting costs are separate.

7.6 Third-Party Services

TripAdvisor API, hosting, domain, and SSL are third-party services with their own terms.

7.7 Changes

Changes to agreed scope will be quoted separately.

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9. NEXT STEPS

To Accept This Proposal:

Step 1: Reply via email or WhatsApp confirming acceptance

Step 2: Make advance payment of TShs 1,500,000

Step 3: Provide initial information:

- Hosting access details (I can help you find)
- Safari photos

Step 4: I begin work immediately!

Questions?

Contact me anytime:

- **Phone/WhatsApp:** +255 715 405 400

- **Email:** Kabeer.d@gmail.com

- **Available:** Monday-Saturday, 8am-6pm

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10. GUARANTEE

I guarantee: ✓ Professional quality work ✓ Timely delivery ✓ Working website and admin dashboard ✓ Proper training and documentation ✓ 90 days free support

Your satisfaction is my priority.

If you feel the admin dashboard is too difficult to use, I will provide additional training sessions at no cost until you're comfortable.

SIGNATURE

Client Acceptance:

Name: _____

Signature: _____

Date: _____

Service Provider:

Name: [Your Name]

Signature: _____

Date: _____

This proposal represents a complete and comprehensive solution for upgrading Explorian Safaris' online presence. I look forward to working with you!