



TEAM DIRECT PROPOSAL.

24/04/2018.

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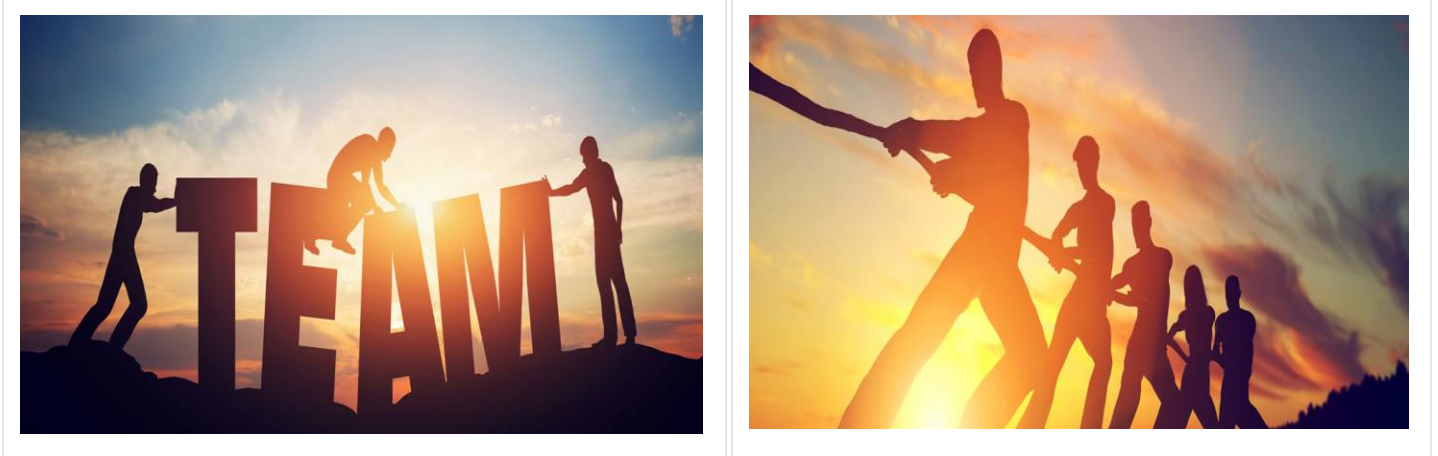
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Introduction



Team Direct,

KyuubiCorps would like to thank you for the opportunity to improve your business by being your provider of web design services. These services are available elsewhere but you chose to work with me.

On a personal note, I want to stand out among the other individuals and companies providing the same service of web design by pushing the boundaries of website performance, and delivering the highest quality of work on time and on budget. Helping you stand out is the best way to make sure that you're completely satisfied. I am committed to helping your brand to stand out in the market, and increase consumer awareness of the same.

I will include a lot of detail in this proposal to make it clear that choosing me was the best choice for web design. You'll find details regarding the functionality of your future website, the design process, the drafted timeline and detailed project pricing.

This proposal doubles as an executable contract. I have included all necessary terms of agreement at the end, and your signature turns it into a binding project, allowing me to proceed with your web design project immediately.

Thanks again for the opportunity, and I look forward to working for you!

[Signature]

Team Direct,
Ellyson Kyalo [Partner],
charloellyson@gmail.com
+254723562213.

Words of Encouragement

I'm still new to the market by my promise of quality work stands. Quite optimistic about adding your reviews of the website I will make for you in this section for my future proposals.

Your Website

After the discussion regarding your needs, I've developed a vision for your website that I feel will greatly improve your overall branding, expand your digital marketing efforts, and increase the volume of leads generated for your sales.

Your website will include the following pages: *(subject to change prior to beginning of development)*

- Home Page
- Portfolio
- About Page
- Contact Us Page

There are a few key features that we'll build into your site, which we feel are important given your needs:

- Live Feeds
- Administrator Panel
- Calls to Action [Member Subscription(will be made active on request)]
- Fully Responsive

Based on your needs, I believe that a custom administrator panel is the best platform for your website. To ensure consistent reliability and scalability, I will host your website on a Sasahost.com chosen server package of your choice. We recommend the Startup Hosting 2 package due to the mostly static nature of your site with the exception of regular updates to the portfolio. As stated earlier, the website will be flexible and future-proof so that we can add features and shift packages later once enough traffic has been gathered and/if the nature of the business changes.

Development Process

I prefer using a structured and minimalistic approach to web design. My development process ensures every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

Initial Planning

The first order of business is to sit down with you and/or your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give me a visual representation of the site's overall layout as well as ensure it is at par with your desired specifications.

Mockups

Once all mockups are completed and approved, I'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

Copy & Graphics

Once we've agreed on a final design based on the mockups, I will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics. I will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.

Development

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 5 months. During that period, I'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

Project Timeline

The table below represents our projected timeline for your web design project.

Milestone	Date Reached
Technical & Design Specification Documents	[Specifications. 27/04/2018]
Wireframes	[Wireframes. 04/05/2018]
Mockups	[Mockups. 09/05/2018 or 12/05/2018]
Copy & Graphics	[15/05/2018]
Development	[Development. 15/05/2018]
Testing	[Testing. 15/05/2018]
Public Launch	[Launch. 17/05/2018]

Pricing

The table below details the costs associated with your web design project.

Name	Price	QTY	Subtotal
Fully Responsive Website Design and Creation [24/04/2018]	Ksh. 6,000	1	Ksh. 6,000
Administrator Panel for Custom Website updates [24/04/2018]	Ksh. 1,500	1	Ksh. 1,500
Search Engine Optimization [24/04/2018]	Ksh 1,500	1	Ksh. 1,500

Subtotal: Ksh. 9,000
Total: Ksh. 9,000

Project Terms

KyuubiCorps will build a website for **Team Direct** according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.

Invoices will be generated on the dates listed in the pricing table above, and are due within 15 days or receipt by **Team Direct**. Payment may be made by wire transfer to PayPal or M-Pesa. Payments made past an invoice's due date are subject to a Ksh.500 late fee.

All works produced as a result of the above described web design project will become the sole intellectual property of Team Direct. KyuubiCorps reserves the right to use visual representations of the final product as part of our project portfolio.

Acceptance

[Signature]

Team Direct,
Ellyson Kyalo [Partner],
charloellyson@gmail.com
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[Date]

[Signature]

KyuubiCorps,
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