



School Website Development Proposal

Date: 08 January 2026

Executive Summary

This proposal outlines the development of a modern, comprehensive website for Pine Wood English Medium School that will serve as the primary digital platform for students, parents, faculty, and the community.

Project Investment: ₹10,000

Timeline: 6 weeks

Deliverables: Responsive website + Parent & Student Portals

1. Project Objectives

- Establish a professional digital presence reflecting institutional values and academic standards
- Streamline administrative processes through automated systems and self-service portals
- Enhance communication between administration, faculty, parents, and students

2. Website Structure & Features

2.1 Public Website

Home Page: Dynamic carousel, quick links (Calendar, Fee Payment, Results), news ticker, Principal's message, statistics banner, testimonials

3. Technical Specifications

Platform: Using React with custom theme OR modern framework (React/Next.js + Laravel/Node.js backend)

Hosting: Cloud-based (AWS/Google Cloud) with 99.9% uptime, SSL certification, automated daily backups

Design:

- Mobile-first responsive design (320px to 4K screens)
- WCAG 2.1 Level AA accessibility compliance
- Optimised performance (lazy loading, minified code, CDN integration)
- Cross-browser compatible

Security:

- SSL encryption, secure payment gateway (PCI DSS compliant)
- Protection against SQL injection, XSS, and CSRF attacks
- Role-based access control, session timeouts
- Regular security audits

Integrations:

- Social media feeds (Facebook, Instagram, YouTube)
- Email marketing (Mailchimp/SendGrid)
- SMS gateway for alerts



+91 7019293597
+91 9731254190



contact.kraftiq@gmail.com
<https://kraftiq.in>



EWS 109 NAVANAGR
HUBLI 580025

4. Project Timeline

Phase	Duration	Key Activities	Deliverable
Discovery & Planning	Weeks 1-2	Requirements gathering, wireframes, design direction	Approved wireframes
Design	Weeks 3	Mockups for homepage, templates, portals	Approved designs
Development	Weeks 4	Frontend/backend coding, CMS integration, portal development	Functional staging site
Testing	Weeks 5	Cross-browser testing, security audit, QA, client UAT	Test reports
Launch & Training	Weeks 6	Deployment, staff training, and go-live support	Live website + trained staff

5. Investment Breakdown

One-Time Project Cost

Component	Investment
Design & User Experience	₹2000
Website Development	₹6,000
Content Migration & Entry	₹1,000
Testing, Training & Launch	₹1,000
TOTAL PROJECT	₹10,000

Recommended Package: ₹10,000

Annual Ongoing Costs

- Hosting & SSL: ₹4000/ for 2 years
- Maintenance & Support: ₹2000/
- Domain & Email: ₹799/ ₹999
- Total Annual: ₹6,999

Payment Terms: 50% advance | 50% after Deployment)

6. What's Included

- ✓ Custom responsive design for all devices
- ✓ Content Management System with full training
- ✓ Parent Portal with attendance, results, and fee payment
- ✓ Photo/video galleries and downloads centre

7. Why Choose Us

Experience: 2+ years specializing in educational websites | 20+ Web Site implementations

Proposal Valid Until: 10 days from submission date

Manasi S. Byali , Aryan

Contact :7019293597, 8951670880

contact.kraftiq@gmail.com

<https://kraftiq.in/>

Prepared For: Pine Wood English Medium School




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+91 9731254190



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