



NITEWARE  
Solutions

# Software Development Proposal



Prepared for: Scorpiodtech  
Prepared by: NiteWare Solutions

NiteWare Solutions

07/07/2018

Scorpiodtech

Dear MR. Scorpiodtech

Re: Proposal for Content Management System Website

Please find enclosed our detailed software proposal for your kind consideration.

NiteWare Solutions provides versatile solutions with respect to its consumers' values with no compensation in quality. We're not limited to IT solutions, we encircle various factual fields of this era i.e. Android & Desktop Software development, Web development, Visuals (Graphics, Videos and Animations) and Content creation.

Our aim is to innovate in the world of IT, Visuals and Content Creation by providing solutions that delightfully meet our customers' standards, encompassing the societal problems.

We also pride ourselves on our after-sales client-care.

Finally, we realize that you are very busy and wanted to thank you in advance for your time spent reviewing our proposal.

Yours Truly,

NiteWare Solutions

Enclosed

**1. Project Overview**

**2. Budgetary Risks**

**3. Milestones and Reporting**

**4. Support**

**5. Pricing**

**6. Contact Us**

Executive Summary

Considering your core requirements regarding Web Development project, our team is capable of developing and designing your website in most feasible time, providing you standard and efficient work. The Web Development team has 2+ years work experience in Web Development & Designing.

# 1. Project Overview

To update website design with Content Management System (CMS) and plan the Search Optimization Engine (SEO) regarding digital content creation and campaign creation, eventually increasing marketing Retun on Investment (ROI).

# 2. Budgetary Risks

It is to state that the time it can take to complete the project can fluctuate if in case of any mis-happenings and unfortunities, for which then a delay maybe faced in delivery of final product where as the cost can also fluctuate duly.

# 3. Milestones and Reporting

MILESTONE	TASKS	HOURS	DATE
1	Sitemap and Wireframes	36	12/7/18 -15/7/18
2	PSD For Website	36	12/7/18 -15/7/18
3	PSD for CMS	48	15/7/18 -19/7/18
4	UI/UX design Website	144	19/7/18 -31/7/18
5	Website design and backhand	528	31/7/18-20/8/18
6	CMS design and backhand	240	31/7/18-20/8/18

## 4. Support

Niteware Solution is available 24/7 for support in case of any errors or unknown behaviour of the application and is full responsible for any errors occurred with respect to our test cases after the completion of the software.

## 5. Pricing

### 1-SEO Charges:

- **Basic:**
  - \$100 Setup Fee\*
  - \$150 Monthly Charge
  - 20 Keywords
  - 5 Locations
  - Minimum of 20 Page 1 Ranking Guarantee
  - Site SEO Analysis
  - Keyword & Marketing Research
  - Monthly Reporting
  - Listing Submission to 10 directories
- **Standard:**
  - \$120 Setup Fee\*
  - \$170 Monthly Charge
  - 30 Keywords
  - 10 Locations
  - Minimum of 30 Page 1 Ranking Guarantee
  - Site SEO Analysis
  - Keyword & Marketing Research
  - Monthly Reporting
  - Listing Submission to 50 directories

## **Return on Investemtn (ROI):**

Proposed Cost for SEO=150\$

Cost of average Order=60\$

1-No of additional Sales required For generate 150\$=Proposed Sales/AOV

$150\$ / 5 = 30$  Orders

2-Additional Traffic Required to break even=No of additional Sales/Ecommerce conversion rate

$30 / 0.68 = 4411.76$  Visits

So in order to generate profit we have to increase the visits from 4411.76, we have to generate at least 8823 visits to generate profit of 150\$.

Anticipated ROI= $(300-150) / 150 = 100\%$

If you invest X amount you will earn 2X amount from SEO

## **2-Site maintenance Charges:**

So for the first month site maintenance charges is free. After that

Our charges are described below

So if maintenance takes 10-20 mintues or less then charges is \$10 and if it takes more than 20 and less than 40 mintues then it will cost \$25 and if it takes more than 40 mintues or near to 1 hour so it will cost \$40

## **3-Website Design and Content Management System (CMS):**

Website Design:-

We will start our work from 12 July

3 days for sitemap and wireframes

3 days to create a PSD for website design

4 days to create a PSD for CMS

12 days for front End , and 22 days for site CMS

SEO setup 10 days but result will start seeing after 3 months

## **4-Paid Search Task:**

Includes:

Defining and creating up to 5 Campaigns Writing text ads

Keyword research

Unlimited number of targeted Keywords

Unlimited Keyword changes

Creating Ad extensions

Campaign enhancement

Ongoing account optimisation

Google Analytics integration

The setup charges for paid search task would be \$105 and monthly charges would be \$120.

## **Final:**

CMS Cost \$510

Website Cost \$145

CRM \$70

Paid Search Task (Setup charges \$105 Monthly \$120)

SEO charges are separate (depends on package you select).

Complete Product Delievered in 44 days

## 6. Contact Us

You can get in touch with us in any of the below ways:

By Phone

+92-347-1586110

By Email

[nitewaresolution@gmail.com](mailto:nitewaresolution@gmail.com)

On our facebook page

<http://fb.com/nitewaresolutions>

In any case please feel free to call us to discuss the quote, request more information or for any other reason.

We look forward to hearing from you soon!