

Introduction

This proposal summarizes the estimated features, schedule, and investment required to deliver a successful website for the ABC company website.

Web Design Company propose to create and maintain a dynamic, interactive project website for the client company. Outlined in the following document is the proposed website design and format suggestions.

The developers will work with existing graphic material and text handed by client to create the website and will make recommendations on improving the graphic presentation. The website should mirror the look and feel of ABC Company target. All changes will be pre-approved by client before the new website becomes available online.

The developers'p proposed website solution would help the business to:

- Establish an online portal to enhance and support the concept of online shopping for client.
- Provide a clear online message and easy navigation.
- Offer information on client products specific to its market and stakeholders.
- Promote organizational brand awareness and increase visibility.
- Increase customer convenience.
- Promote the exchange of information and sharing of ideas in a secure and accessible environment.

Client Goals, objectives and target audience

The **ABC company's** mission is maximizing sales, provide value online buying experience for their customers and deliver high quality clothes to drive long term loyalty. ABC Company offers fashion products in timely basis for women and girls.

Competitor Analysis

- Boohoo.com – the website will have countdown timer during sales. The service is included in the post launching support.
- Boohoo.com – in contrast, the home page slider will have slides for all sections (men, women, kids etc.)
- Boohoo.com – in contrast, the newsletter sign up window will scroll down from top of the screen up to 20% of height 10 sec after page loads, folds up after 5 sec and pop up each 2 min.

Marketing Strategies

- Endorsement from YouTube Vlogger – Web Design Company will arrange 5 min episode in the popular YouTube fashion channel Anna Lee & Jesse, dedicated to ABC Company. The channel has 95000 subscribers and the video will be permanently available at their channel.
- A blog will be added to show the recent fashion trends and fashion events. It will offer subscription to the blog content to increase the number of returned customers.
- Advertisement with popular bloggers – Web Design Company will develop an ad banner that will be posted at <http://www.styleheroine.com/> and <http://www.nativefox.com/> fashion blogs for 1 month after the website launches.
- Web Design Company will develop ABC Company's YouTube, Twitter and Facebook account. It will be managed by the client to track fashion events, thus attracting current and future customers. Web Design Company will provide monthly support and initial training if needed.
- Web Design Company may provide additional support for the YouTube channel offering professional video recording services.

Look and feel of the website

- The style website needs to reflect the company values in term of design and appeal.
- To keep it updated to the current design trends, the overall style will be: tidy, flat and clear.
- No gradients or curly decorations, the simplicity will be the keyword that will make the user interface experience much more pleasant and effective.

Development process

The following steps will represent the actual development process of the website

Mockups

The starting point will be the mockups design. These latter will illustrate the basic structure of the website and how the elements will interact between one another.

During this phase, any kind of modification will be taken in consideration.

Layout

After mockups acceptance, the actual layout design will take in place. During this step, the design process will go along the mockups generated. Within this phase, the general look and feel such as fonts, color palettes and images, will be decided.

CMS configuration

After layouts acceptance, the actual code development will start through the Magento platform. During this step, the structure, the functionalities and the ecommerce logic will be configured by the platform tools.

HTML/CSS

Once the functionalities will have been developed, all the layout graphic will be deployed within the existing site logic. This phase represents the end of the development process.

Testing and Bug fixes

After the completion of the website development, a testing stage will follow. During this period: bugs, mistakes or small improvements will be taken over.

However, modifications not planned or not defined during the mockups phase will not be taken in consideration, but quoted separately for an eventual further implementation.

Deployment and assistance

After the testing phase will follow the actual publication. During this step, the website will go live and the assistance after publication will start.

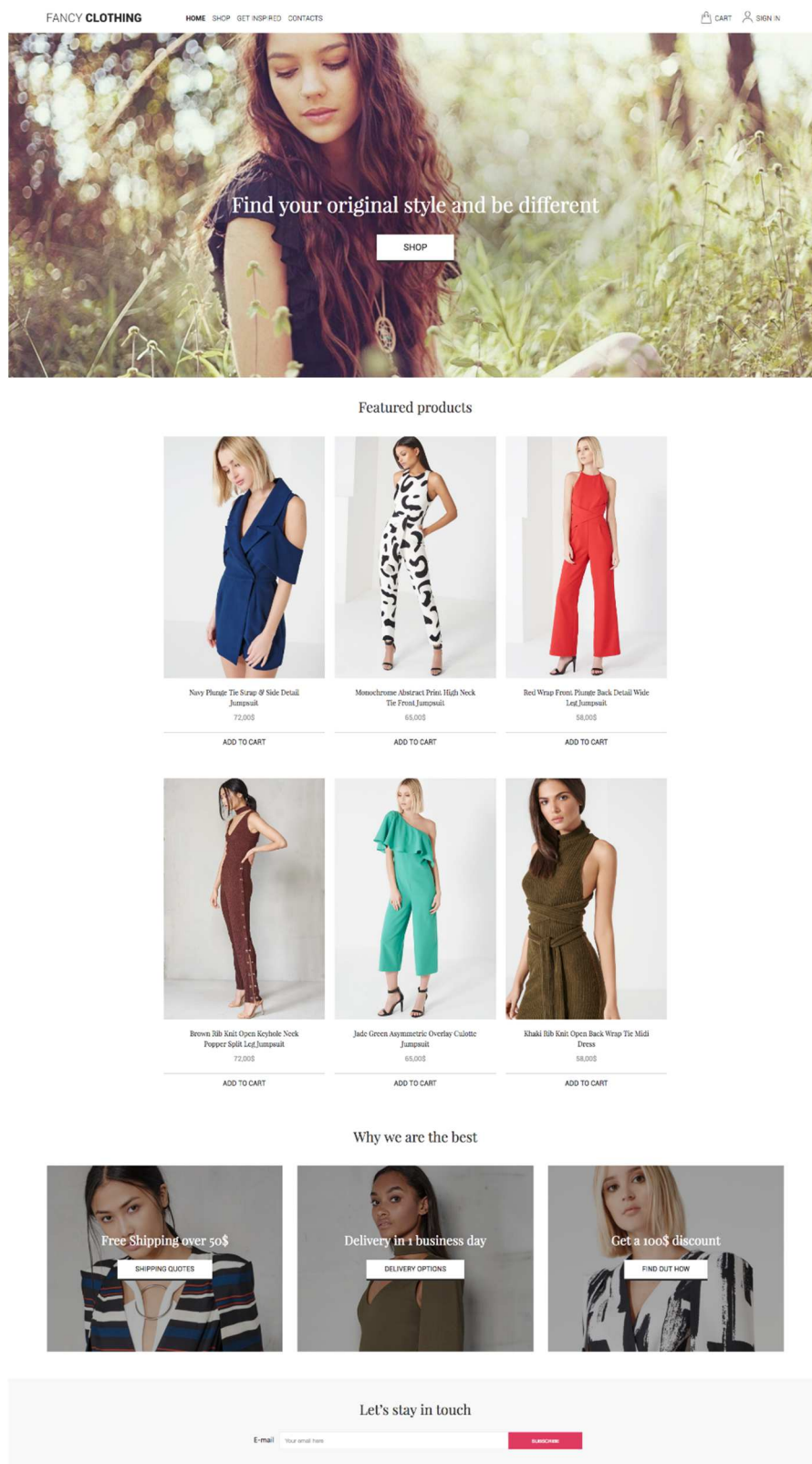
Technology requirement

The website will be developed using the Magento platform specifically focused on the E-commerce logic.

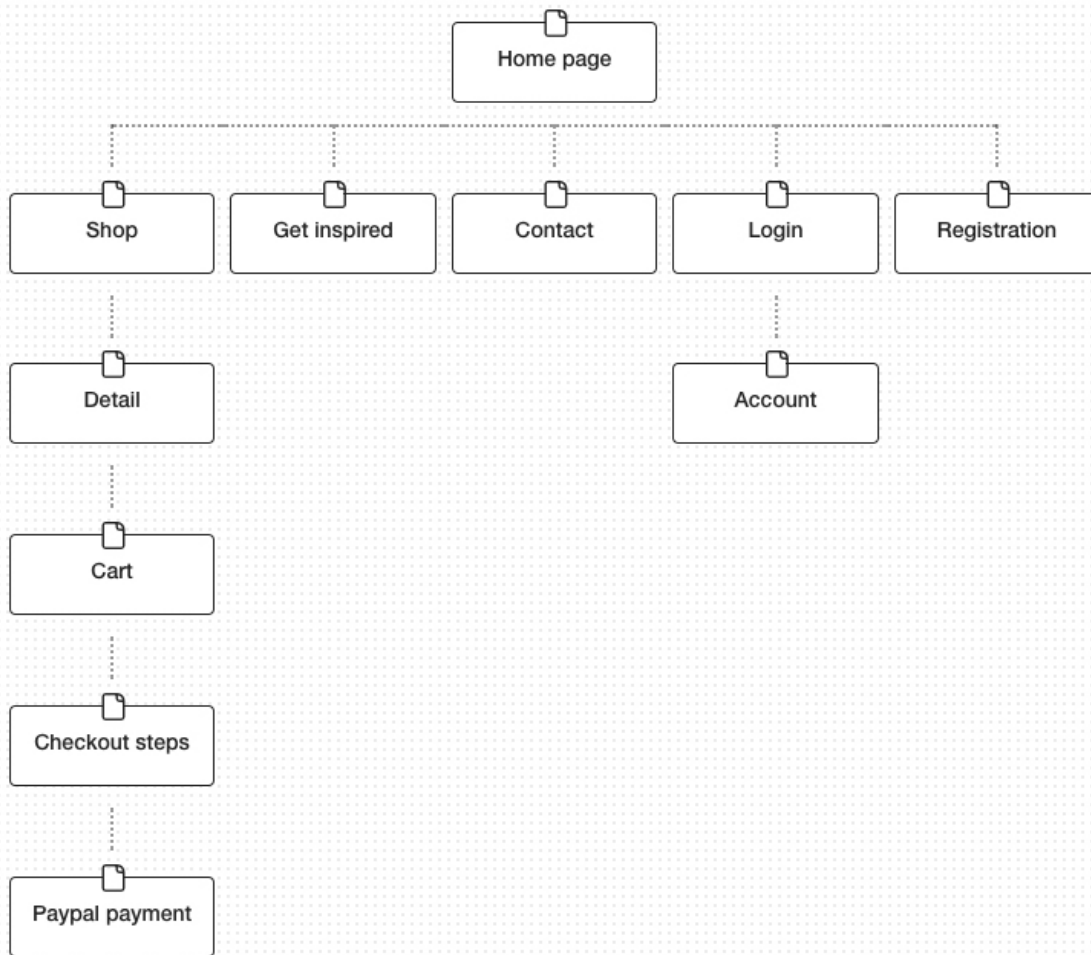
Follow a list of the technologies involved:

- Magento (V 2.0)
- PHP (V 5.6)
- SASS
- MySql (V 5.6)
- Apache Server
- JQuery
- Google Analytics

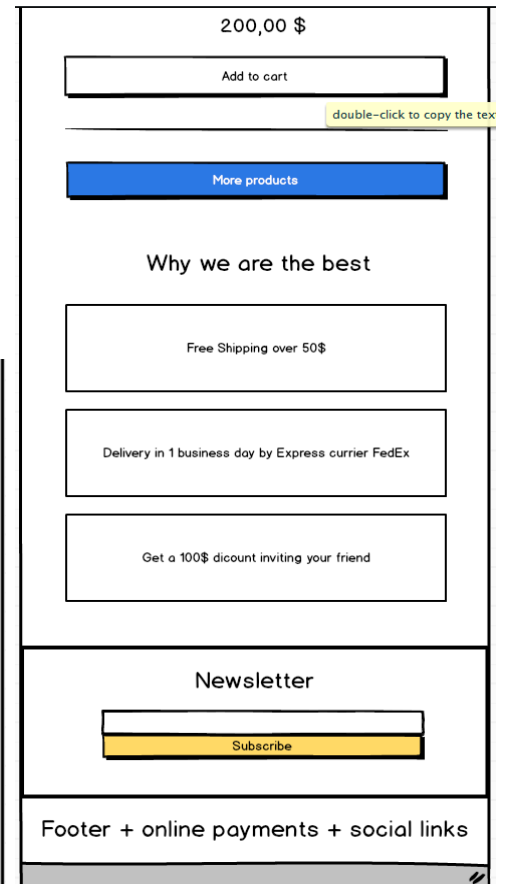
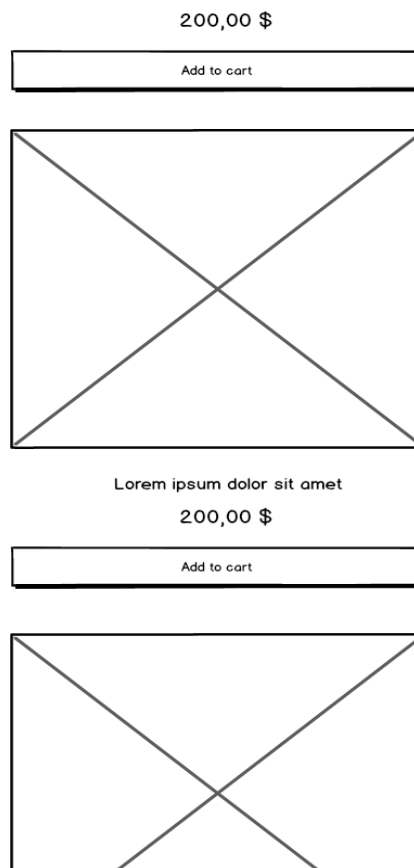
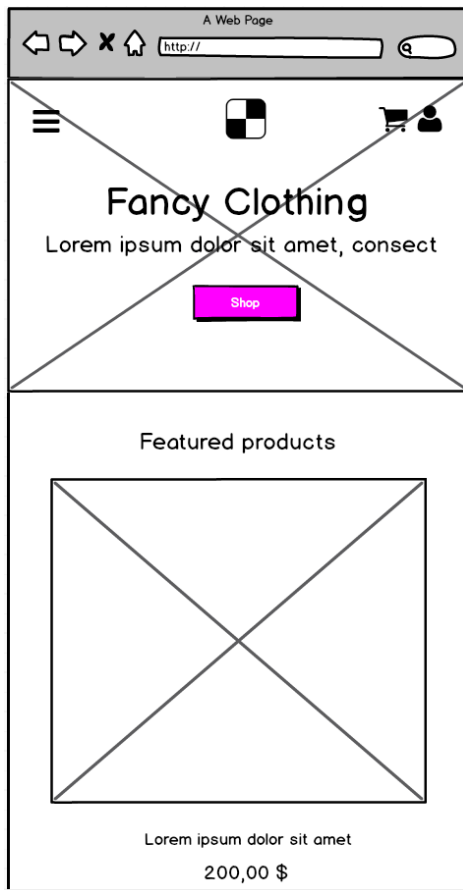
Potential Web design (screenshot of first page)

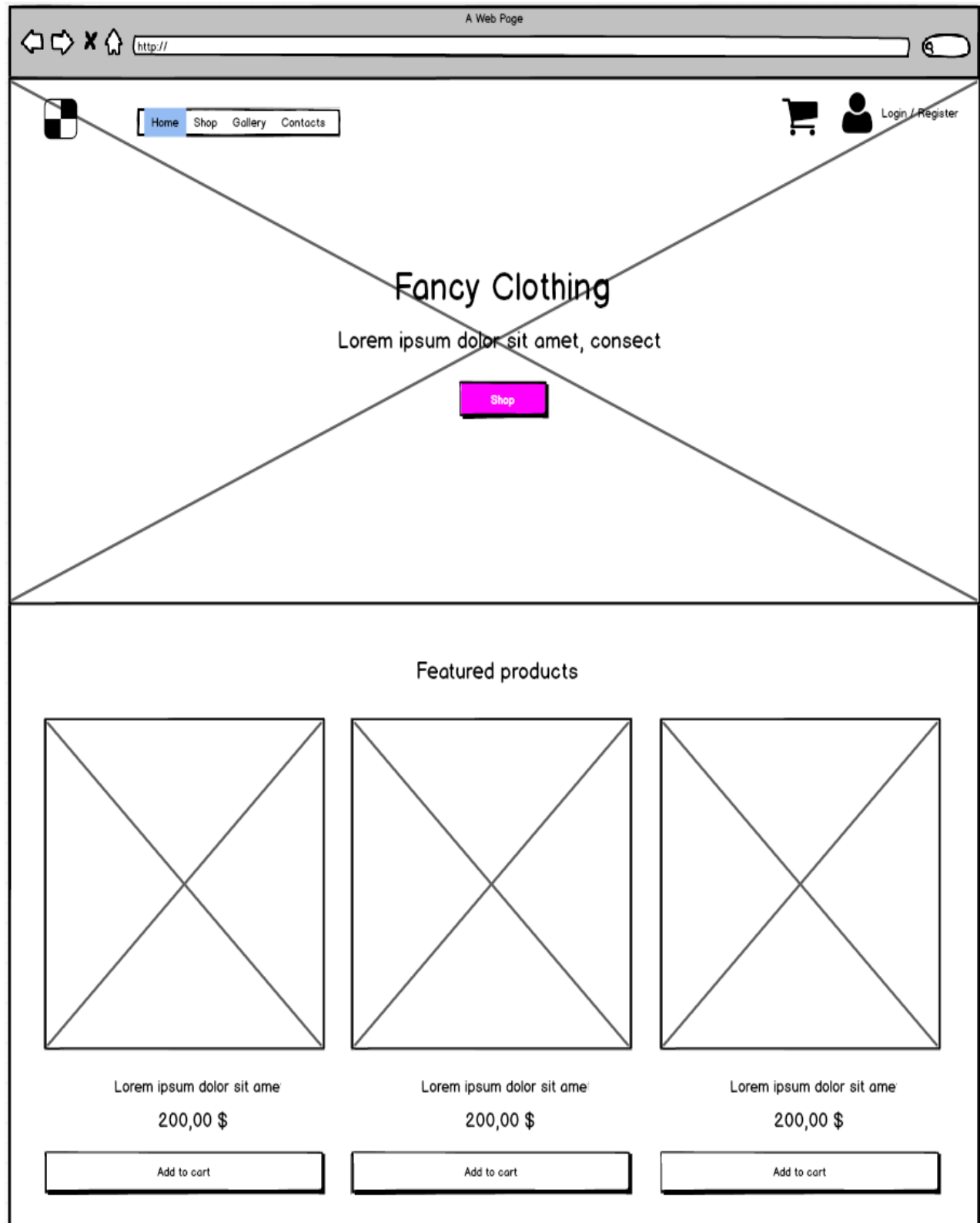


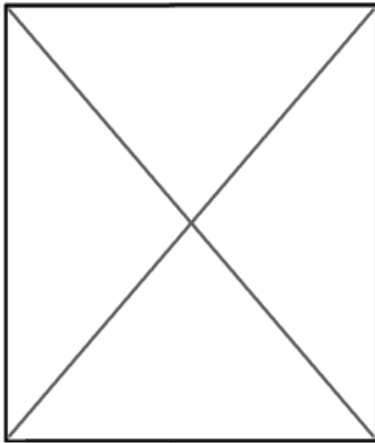
Sitemap



Mockup



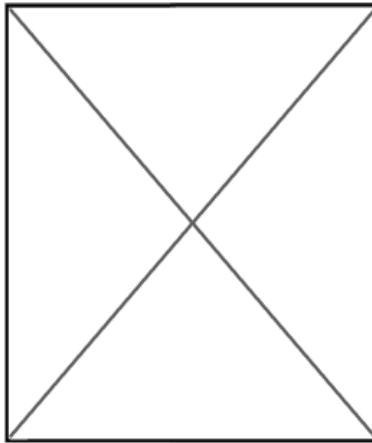




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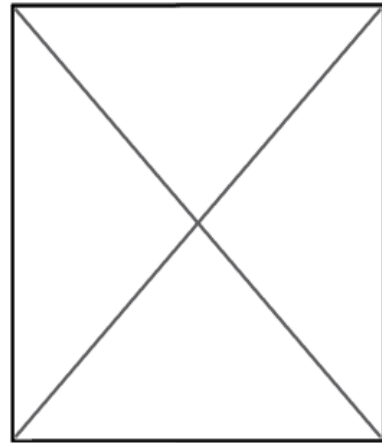
Add to cart



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200,00 \$

Add to cart



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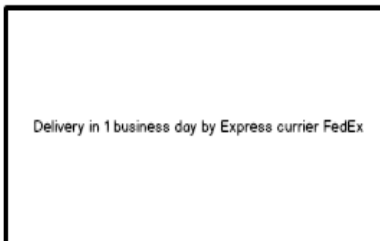
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Add to cart

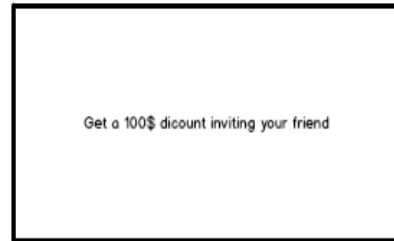
Why we are the best



Free Shipping over 50\$



Delivery in 1 business day by Express courier FedEx



Get a 100\$ dicount inviting your friend

Newsletter

Subscribe

Footer + online payments + social links

Website Budget

Products / Services

- -Landing Pages, CMS Website Packages, Custom built websites
- -eCommerce solutions
- -Digital Marketing (SEO), Google Adwords
- -Web based application, invoicing software and internal business websites
- -Website maintenance

Prices / Fees

Stage 1

- Mockups- \$ 2.000
- Layout- \$ 8.000

Stage 2

- CMS configuration- \$ 5.000
- HTML/CSS- \$ 5.000

Stage 3

- Testing & Bug fixes- \$ 3.000
- Deployment and assistance (6 months) -\$ 5.000
- Total: \$28.000 (GST excluded)

Agreement Terms and Conditions

Payment and Schedule

- An initial deposit of \$(as agreed) is required in advance along with signed acceptance of this agreement. **Web Design Company** will be invoiced for the balance of \$(as quoted) (plus any other monies for optional/additional work) upon completion (website launch). This balance is payable within three weeks of date of invoice.

Limitation of Liability

- **Web Design Company** will not be liable for any damages or losses, financial or otherwise, to **ABC Company**, its partners, clients, heirs or any third parties, resulting directly or indirectly from circumstances outside his control, including but not limited to: host server downtime, errors or faults due to web host; failure by ABC Company to renew hosting account; computer viruses, malware, malicious

software or hacking attacks; copyright infringement in content supplied by **ABC Company**, any other unforeseen circumstances.

Termination

- In the very unlikely event that **Web Design Company** is unable to complete the agreed work for **ABC Company** for any reason, e.g. ill health or unforeseen technical issues, **Web Design Company's** liability is limited to a refund to **ABC Company** of the \$(as agreed) deposit paid. In this case, any and all part completed work by Our Company remains the property of **ABC Company** (excluding **Web Design Company's** photographic copyright).
- Should **ABC Company** wish to terminate this agreement before completion of work by Web Design Company payment settlement to **Web Design Company** is required according to the proportion of work already completed at the time, with a minimum settlement of the \$(as agreed) deposit.

Approval

Agreement by both parties to confirm acceptance of the requirements, cost and schedule.

ABC Company

Agreed _____, Year

Name:

Title: VP of Marketing

Web Design Company

Agreed _____, Year

Name:

Title: