

# WED PART ONE PROPOSAL

Date: August 24, 2025

To: The Management Team, DELIVERY007

From: RCC, Web Design & Digital Solutions

Subject: Proposal to Develop a Professional Website to Grow Your Courier Business

## 1. Executive Summary

RCC proposes to design and develop a modern, mobile-friendly website for Delivery007. This website will serve as a 24/7 digital storefront, designed to attract new customers, streamline booking inquiries, and establish your brand as a reliable, modern local courier service. We understand the needs of small businesses and have crafted a solution with a clear, upfront budget starting at R20 000.

## 2. The Opportunity: Why Your Business Needs a website

**24/7 Availability:** Customers can view your services and get a quote outside of business hours, capturing leads you are currently missing.

**Competitive Edge:** Many local competitors may only use social media or phone books. A professional website immediately makes your business look more established and trustworthy.

**Reduce Repetitive Calls:** A website with clear service descriptions and pricing information answers common questions, freeing up your phone line for urgent deliveries and customer service.

**Build Trust:** A professional online presence with testimonials and contact information builds credibility with potential clients.

## 3. Proposed Website Features & Benefits

We will create a custom, easy-to-manage website that includes:

**Modern Homepage:** Featuring your logo, key services, a strong call-to-action ("Get a Quote"), and a compelling introduction.

**Services Page:** Detail your core offerings (e.g., Local Delivery, Same-Day Service, Package Pickup, Business Accounts).

**Instant Quote Calculator:** A simple form for customers to submit delivery details for a quick estimate (drives leads).

**Tracking Page:** A simple portal where customers can enter a tracking number to check a delivery's status (adds value).

**Testimonials Section:** Showcase reviews from your satisfied customers to build social proof.

Contact Page: Clear display of your phone number, email, and business address with an embedded Google Map.

Mobile-Responsive Design: The website will look and work perfectly on smartphones, tablets, and desktops.

Basic SEO: Optimized to help local customers find you on Google Search.

#### 4. Investment & Package Options

We offer a tiered approach to fit your budget and needs.

Package, Essential, Professional (Recommended), Premium

Description, A simple, effective online presence., A complete website with lead generation., Full-featured site for maximum growth.

Pages, Home, Services, About, Contact, All in Essential, plus: Tracking Page.

Price, R8000, R12 000, R18 000

Timeline, 7-10 Days, 10-14 Days, 14-21 Days

#### 5. What's Included in All Packages

Professional, custom design

Mobile-friendly development

Basic training on how to update text and images

1 year of web hosting & domain registration (if needed) \*

30 days of post-launch support

\*\*Hosting & domain are typically a separate annual fee (~\$150/yr). We can include the first year for simplicity. \*

#### 6. Next Steps

Schedule a Brief Call: We can discuss your specific services and answer any questions.

Provide Content: We will need your logo, company information, service details, and photos.

Review & Approve: We will provide a design mockup for your approval before development begins.

Go Live: We handle everything from development to launching your new website.

A strong online presence is no longer a luxury; it's a necessity for growth. We are confident that we can provide a website that will become an asset to Delivery007 and help drive your business forward.

Thank you for your consideration.

Sincerely,

Jaden Januarie

Wed designer

RCC

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## WED DESIGN IDEAS

Link – <file:///C:/Users/Kaltz/Desktop/weddelivery/index.html>