PROPOSAL PREPARED BY DEVELOPFORME FOR GABRIEL THIGA

Submitted on 20th -Feb -2020 by Samuel Njoroge

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Offer is Valid until: 15th -March -2020

Dear Gabriel Thiga,

Thank you for your interest in working with Developforme! Our team has reviewed your project requirements and has prepared the following detailed proposal. Given our experience and specific expertise in design, usability, programming, SEO, and marketing, we are confident that we can work with you to achieve your aims and goals.

Please let me know if you have any questions. We look forward to working with you!

OVERVIEW

**General:**

The purpose of the project is to execute a complete design & development of a professional Human Resource website for **Gabriel Thiga** . The cutting edge website will feature all the elements, functions, and specifications as mentioned in the attached document “Hale.docx”.

Despite the evident complexity and depth of the Human Resource website, the user experience must remain particularly smooth and simple. The design must be high-end, pleasant and clean, creating an atmosphere of confidence and professionalism.

The major web technologies used on the website will be Laravel Framework, PHP, MYSQL, JavaScript, AJAX, HTML5, CSS.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve Gabriel Thiga’s business and creative goals.

SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this website project at **Developforme** is to create a website using the latest technologies and trends designed to portray **Gabriel Thiga** aims and objectives. The process includes building a visual representation and integration with the technologies.

For this project, **Developforme**’s work process will be a seven-step methodology for delivering the web solution. The seven step process includes the following deliverables for the development of a high end, database driven website, and cutting edge web application featuring all the specifications we discussed:

1. **Preliminary Research and Discovery Phase:**
   1. Gathering all the final specifications of the project
   2. In-depth research of the field, market pool, and target population
   3. Establishing the strategy to best accomplish **Gabriel Thiga** goals within budget and timeframe
   4. Fine tuning the technological route for the design and development of the Human Resource site
   5. Determining the full and final in-depth scope of the project

Strategic Planning & Project Management – 72 hrs

1. **Strategic Planning:**
2. Conception of the main goals of the website and of the users’ pathways, including what we call “the preferred customer pathways”.
3. Conception of the website’s flow
4. Preparation of detailed charts and wireframes showing the different areas of the website, their features, the technologies that will be implemented, etc…
5. Optimization of the navigation according to the application’s goals

Strategic Planning & Project Management – 72 hrs

Web Consulting – 10 hrs

1. **Web Design – Graphic Design Work:** 
   1. Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...
   2. Actual design of the website and of the web application based on the layouts and structures
   3. Conception and creation of all the graphic elements of the website

Graphic design – 3 weeks

1. **Front End Programming:** 
   1. Top quality hand coding (HTML5 / CSS / JavaScript) of all the web pages
   2. Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability

Front End Programming – 120 hrs

Advanced Programming – 60 hrs

1. **Server-side Development:** 
   1. Integration of the databases
   2. Actual programming work to implement the application
   3. Actual programming work to implement the back-end and full administration
   4. Integration with all features including shopping cart, checkout, membership accounts, etc…

Back End Programming – 200 hrs

Advanced Programming – 70 hrs

1. **Quality Assurance and Launch:**
   1. Extensive testing to ensure the application is 100% bug free and is fully compatible
   2. Fine tuning the final details of the application design and features
   3. Configuration and setup of the server that will host the website
   4. Migration of the site to the live server and launch!

Strategic Planning & Project Management – 72 hrs

Graphic design – 3weeks

Front End Programming – 2 weeks

Back End Programming – 1 month

Advanced Programming – 3 weeks

**OUR FEES**

Our rates are extremely reasonable and we work with a very precise reporting system. Throughout the project, you will have full control in regards to how much you want to hold back or push the creativity, functionality, technology, etc...

Below is the list of our special fees for the **Gabriel Thiga** project:

* Graphic Design: ksh. 1500
* Front End Programming (HTML5, CSS, JavaScript): ksh. 2000
* Strategic Planning & Project Management: ksh 1500
* Back End Programming (PHP, MYSQL, API) & Advanced Programming (AJAX, advanced JavaScript, advanced PHP, adv. ActionScript): ksh. 11000
* Web Consulting: ksh.500
* Consultations:Free

**Hours included in your solution:**

|  |  |
| --- | --- |
| Service type | Included |
| Graphic Design | 3 weeks |
| Front End Programming (Flash, XHTML, CSS, JavaScript) | 2 weeks |
| Strategic Planning & Project Management | 1 week |
| Back End Programming(PHP, MYSQL, API, XML): | 1 month |
| Advanced Programming (AJAX, advanced JavaScript, advanced PHP, advanced ActionScript) | 2 weeks |
| Business and Web Consulting | 7 hrs |

PAYMENT PLAN AND TURN AROUND TIME

**Turnaround time**

We estimate that the project can be completed within 4 months. If you are working with a tight deadline, we can discuss arrangements to complete the project sooner.

**Total cost of your solution:**

The estimated total cost of your solution comes to 16500.

**Payment plan:**

A first deposit of Ksh. 6800 will be required upon signature of a contract of service between **Developforme Group** and **Client Name**. The remaining balance will be paid in phases throughout the development of the project.

HOSTING & MAINTENANCE

**Hosting:**

You may decide to host your website with us or with the hosting company of your choice, given that your hosting plan supports the appropriate php/mysql/apache/lamp technologies.

If you decide to host your website with a 3rd party, we will provide **Gabriel Thiga** with guidance and recommendations. Standard hosting fees vary depending on the hosting company, the details of your hosting plan, and mainly on the site’s required bandwidth usage.

For the initial launch of the site, you should consider a basic hosting plan at Ksh. 3500/Yearly

**Maintenance:**

Based on the details of the system specifications, we recommend a maintenance plan based on a monthly retainer that will include all necessary maintenance/update needs of the website. We can scope out the maintenance budget upon completion of the project or prior to getting started with the development.

DEVELOPFORME QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

**Our Experience:**

We think our experience; vision and personal interests lend themselves to accomplishing your creative and business goals.

For many years, **Developforme** solutions have been the source for some of the most outstanding websites and web applications available today on the World Wide Web. We build solutions that lead their industry and remain at the top for a long time.

We have developed numerous, websites and web applications – we do the best in this industry and our work speaks for itself. Our unique approach, philosophy, and ethic of work have proven their efficiency throughout hundreds of projects, resulting in tremendous, long lasting successes.

**Our Clients:**

**Developforme**’s clients are proud to work with us. Please feel free to contact any of our past clients.

**Cutting Edge Technologies & Open Source Philosophy**

We do the best websites and web applications out there, and our fees are very reasonable.

For the past 3 years, we have been in the web development industry with innovative concepts, cutting edge design, and state of the art web technologies. We specialize in creating advanced web applications combining robust functionality with object oriented programming practices including Ajax, PHP 5+, MySQL 5+, etc...

Our software engineers use cutting edge technology to create optimized internet based interfaces that are accessible, interactive, functional, and interoperable. The result is a fast and efficient, user-friendly website or web application. We provide world-standard web development services covering a vast technical area based around web technologies and trends.

**No outsourcing. Period.**

All our work is 100% created by our team - **nothing** is outsourced.

We are fully available during regular office hours via email, toll free phone, and in person. Once we get started, a project manager will be at your service and work with you all along the way, through every phase of your project.

Yes, outsourcing can save a lot of money. But **Developforme** is a team of talented individuals who are passionate about web design – and love developing websites and web applications together as a team. We are proud to say that in our seven years of doing business; we have grown a great team of dedicated staff members, all as full-time employees.

GABRIEL THIGA RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

* **Gabriel Thiga** will provide one main point of contact through which all feedback and communication will flow
* **Gabriel Thiga** will provide the company’s branding material, including the logo (digital source files)

NEXT STEPS

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

Thanks! We appreciate your business and I am looking forward to working with you.

Best regards,

Samuel Njoroge

Senior Developer

Developforme Group

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