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# **ECOMMERCE WEBSITE FOR CHRIS CARDONA, NEW TREE CREATIVE**

**Prepared by**: Amy Appleton, Pine Agency  
**Prepared for**: Chris Cardona, New Tree Creative

**Date**: January 1, 2017

## Project Scope and Vision

New Leaf Creative is looking to enhance their existing ecommerce website to increase brand visibility and monthly merchandise sales. Currently, the New Leaf Creative website does not work on mobile. This issue has caused New Leaf Creative to miss out on sales from their main target demographic, 18-to-24 year olds, and has penalized their SEO efforts due to Google’s mobile requirements.

To solve this, Pine Agency will design and develop a mobile-compatible ecommerce website for New Leaf Creative, which will include a custom theme, new branding, and product setup/migration. This new experience will be relevant to New Leaf Creative’s target demographic, and will get their SEO efforts back on track — ultimately aiming to achieve New Leaf Creative’s goals of increasing brand awareness and monthly merchandise sales.

This project will take roughly 23 design hours to complete, with a 30 - 40 day turnaround time.

**Custom Theme:**

* **Design and prototype**
* **Custom navigation**
* **Custom product and collection pages**
* **Custom snippets for client-specific needs**

**New Branding**

* **New logo, typeface, and brand colours**
* **New stationary elements**
* **New brand guidelines**

**Product Setup**

* Migrate all products into Shopify
* Add Product descriptions
* Adjust pricing

## **Detailed Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Start Date** | **Task** | **Due Date** | **# of Hours** |
| 01/01/2017 | Custom Theme + Setup | 01/13/2017 | 10 |
| 01/13/2017 | New Branding | 01/20/2017 | 8 |
| 01/20/2017 | Product Setup | 01/28/2017 | 5 |

**Estimate #**: 0000001

**Date**: January 1, 2017

## Pine Agency

555-555-5555 // contact@pine.com

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| **Prepared by**: | Amy Appleton  123 Maple Lane  New York, NY, 55555 | **Prepared for**: | Chris Cardona  546 Spruce Street  New York, NY, 666666 |



**Project Description**:

New mobile-responsive ecommerce website.

**Timeline**:

30 - 40 days, 23 design hours

**Proposed Services:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Task** | **Hourly Rate** | **x Hours** | **Other Services  and Charges** |
| 1. | Custom Theme | $100.75 | 10 | * $100 one time setup fee |
| 2. | New Branding | $100.75 | 8 |  |
| 3. | Product Setup | $50.50 | 5 |  |
|  | | | Sub Total: | $2166 |
| Tax Rate: | 13% |
| Tax Total: | $281.53 |
| Discount: | -- |
| **TOTAL** **ESTIMATED** | **$2447.58** |

*This is an estimate and is not guaranteed. The estimate is based on information provided from the client regarding project requirements. Actual cost may change once all project elements are finalized or negotiated. Prior to any changes of cost, the client will be notified. Estimate valid for 30 days.*