WEBSITE DEVELOPMENT PROPOSAL

Prepared By: Awarcrown Corporations LLP
Project: Across Abroad Consultancy

Date: 19-02-2025

1. INTRODUCTION

This proposal outlines the scope, technical architecture, security framework, and development plan for the Across Abroad Consultancy Website.

The objective is to build a professional, responsive, and secure digital platform that strengthens brand credibility, generates student enquiries, and provides a basic student login system with enquiry tracking functionality.

The system will be structured to allow future expansion, including mobile application development.

2. Project Objective

- To design and develop a fully responsive, professional website for your Across Abroad Consultancy

- Showcases services and study destinations

- Builds brand credibility

- Generates and manages student enquiries

- Provides a secure login system for students

- Enables students to track their enquiry status

- The solution will be structured for scalability and future mobile application integration.

3. Scope of Work

A. UI/UX Design & Frontend Development

- Custom homepage with banner slideshow

- Consistent design concept across all internal pages

- Clean, modern, and professional layout

- Fully responsive design (Mobile, Tablet, Desktop)

- Cross-browser compatibility

- SEO-friendly HTML structure

B. Website Pages

A. Core Sections Include:

- Home – Highlights, destinations, services, testimonials, CTA, login/signup

- About Us – Overview, Vision & Mission, Achievements

- Study Destinations – USA, UK, Canada, Australia, Germany, Ireland & others

- Each country page includes overview, universities, courses, admission process, visa info, intake details

- Services – Counselling, Admission Assistance, Visa Guidance, SOP/LOR, Loan & Scholarship Support, IELTS/PTE

- Test Preparation – IELTS, PTE, TOEFL, Mock Tests, Schedule, Materials

- Universities – Listing & Detail Pages

- Success Stories – Testimonials & Visa Gallery

- Blog / Resources – Articles, Visa Updates, Education News

- Contact Us – Enquiry Form, Branch Addresses, Google Maps, Contact Details

4. Student Login & Enquiry Tracking Module

A simplified student portal will be implemented with the following features:

Authentication

- User Registration & Login

- Google Sign-In (OAuth 2.0)

- Encrypted password storage

- Secure session handling

Enquiry Management

- Logged-in users can submit enquiries

- Enquiries linked to their account

- "My Enquiries" page showing:

    - Enquiry ID

    - Submission Date

    - Current Status (Pending / In Process / Completed)

    - Brief summary

The portal will be minimal, secure, and easy to use.

5. Basic Admin Control

A secure backend interface will allow your internal team to:

- View student enquiries

- Update enquiry status

- Manage basic content (if required)

Advanced CRM automation and workflow systems are not included in this phase.

6.Security Framework

The system will follow a layered security approach.

Vanguard – Internal Security Layer by Awarcrown Corporations LLP

Vanguard is our internal application security framework focused on secure backend implementation and defensive coding standards.

It includes:

- Secure authentication flow

- Password hashing (bcrypt)

- Protected route access

- Input validation & sanitization

- CSRF protection

- Secure session management

- SQL injection prevention

This ensures application-level protection and data integrity.

B. Network-Level Protection

Network protection will be supported using:

Cloudflare (Free Plan) providing:

- Basic DDoS protection / DNS security

- SSL/TLS encryption

- Traffic filtering

- CDN performance optimization

C. Deployment Security

- HTTPS-enabled hosting

- Secure server configuration

- Controlled admin access

7. Technical Stack

Frontend:
HTML5, CSS3, JavaScript (Responsive Design Framework)

Backend: Python (Flask Framework), REST-based architecture, Google OAuth 2.0 integration, PHP.

Database: MySQL (Relational Database)

Version control: Git version control system

7. Project Timeline (Estimated: 6–7 Weeks)

- Week 1–2: Planning, sitemap & UI approval

- Week 3–4: Frontend development

- Week 5: Authentication & Google Sign-In integration

- Week 6: Enquiry system & status tracking

- Week 7: Testing & deployment

8. COMMERCIAL TERMS

Total Project Cost: ₹15,000

Payment Structure:

- 30% advance prior to project initiation

- 70% upon completion and deployment

Note: Work will commence only after receipt of the advance payment.

9. TERMS & CONDITIONS

9.1 Scope Limitation

- The project will be delivered strictly as per the defined scope in this proposal.

- Any additional features, integrations, or modifications outside the approved scope will be treated as a separate change request and may involve additional charges.

- Major revisions after approval of UI/design will be chargeable.

9.2 Content Responsibility

- All content including text, images, logos, university details, and other media must be provided by the client.

- Awarcrown Corporations LLP is not responsible for copyright issues arising from client-provided materials.

- Delays in content submission may affect the project timeline.

9.3 Timeline Conditions

- The estimated timeline (6–7 weeks) is subject to timely approvals and content availability.

- Delays in feedback or approvals may extend the delivery schedule accordingly.

9.4 Third-Party Services

- Domain and hosting are client-provided.

- Cloudflare (Free Plan) setup will be configured as per availability.

- Google OAuth and API integrations are subject to third-party platform policies and availability.

- Any paid third-party service or upgrade is not included in this proposal.

10. INTELLECTUAL PROPERTY RIGHTS

- Upon full payment, the client will have ownership of the developed website and related project assets.

- Awarcrown Corporations LLP retains the right to:

  - Showcase the project in its portfolio

  - Reference the project for marketing purposes

Source code ownership transfer (if required separately) must be mutually agreed in writing.

11. CONFIDENTIALITY

Both parties agree to maintain confidentiality regarding:

- Business data

- Student data

- Login credentials

- Internal operational information

- Any proprietary processes shared during development

Awarcrown Corporations LLP commits to handling all project-related data with professional confidentiality and security standards.

Confidential information shall not be disclosed to any third party without prior written consent, except where required by law.

12. LIMITATION OF LIABILITY

- Awarcrown Corporations LLP shall not be liable for:

  - Data loss due to third-party hosting failure

  - External cyber-attacks beyond application-level security

  - Client-side misconfiguration

- Liability, if any, shall be limited to the total project value paid.

13. WARRANTY & SUPPORT

- A 15-day post-deployment support period will be provided for bug fixes related to delivered functionality.

- New feature additions or enhancements after deployment will be treated as separate work.

14. FUTURE DEVELOPMENT

This proposal covers Phase 1 (Website Development).

Future phases such as:

- Mobile Application Development

- Advanced CRM Automation

- Marketing Automation Systems

- Advanced Analytics

Will be quoted separately under a new agreement.

15. ACCEPTANCE

By approving this proposal and releasing the advance payment, the client agrees to the scope, terms, and conditions outlined above.