Website with E-commerce proposal

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INTRODUCTION

Thank you for the opportunity to submit my proposal for the online presence and E-commerce of BParan. Working together, I believe we can create a website that is simple to navigate and has a professional yet welcoming design and an E-commerce which is important to your business.

Based on our preliminary discussions, I have identified and listed below the needs and solutions that we will want to address in this project.

NEEDS

BParan Enterprise needs a website to expand its advertising reach thru its online presence. It also needs an E-commerce booking system for ordering product online, franchise and inquiry page.

SOLUTIONS

Aside from its simple and elegant design, we will create a website that is easy to navigate and provide useful information to web visitors. The design will integrate the current logo and color scheme so it will provide a sense of familiarity to visitors.
Website features:
1. Content Management System or CMS – page and contents can be managed by designated company personnel. Very useful in creating online promotional pages.
2. Search Engine Friendly – the website will be search engine friendly so that it will be organically ranked.
3. Responsive Web Layout – the design must automatically adjust according to the dimension of the visitor's viewing device such as Tablet or Smartphone for better readability and user experience.
4. Initial pages
    a. Home
    b. About us
    c. Products
    d. Testimonials
    e. Inquiries & Franchising
    f. Contact us

E-commerce System

We'll create a system which will allow visitors of the website to purchase online. The program will automatically save order entries in the system and will inform through email with invoice numbers.
The feature of this e-commerce system follows:
1. Payment / Credit card processing
        G-cash, Smart Money, BPI, BDO, Paypal, Credit Card
2. Secured ordering page
3. Automatic email notification system

PROJECT WORKFLOW

Working in conjunction with BParan, we'll present a website layout that matches the current theme and logo. It will be integrated to the Content Management System.

PROJECT REQUIREMENTS

1. Domain name registration – this is the .com address that web visitors will type in their browser address to view our website. For example, google.com, yahoo.com, bbc.uk
2. Web hosting – this is where all web files are saved including images, videos and database.
3. SecurityCertificate SSL – this is needed for credit card purchases to encode exchanges of information from client to our website.
4. Merchant account – paid services from various credit card processing companies which allow you to use their system for online transactions. All credits/payments are stored under your account and will be transferred to your attached bank account in the Philippines.

TIME TABLES

Web design: 1 week
Web development: 4 weeks
E-commerce system: 3 weeks
Total project estimate: 2 months min

TECHNICAL SUPPORT

We will include a 1 month technical support free of charge.

PRICING

Total project cost: Php 85,000
Exclusions: SSL Certificate, Merchant account fees

Client's signature   : _____

Designer's signature : _____

Date   : _____

TERMS AND CONDITIONS:

- 50% down payment and full payment upon completion.
- Only the specified specifications are covered on the quotation, any alteration will correspond to a change in price.

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