

To: [REDACTED]

From: Angela J. Holden

Date: March 2, 2017

Re: [REDACTED].com

Dear [REDACTED],

Thank you for contacting me regarding the redesign of your website, [REDACTED].com. I'm delighted to propose the following options for you.

I understand that your current website needs to be redesigned to include eCommerce for both retail and wholesale clients. In addition, your wholesale clients will have membership privileges for access to private wholesale pricing. This means we'll create two versions of each product for each pricing type.

Your designer is providing mockups for the homepage, inner pages, archive product pages, as well as color palette and typography specifications. I will provide mockups for mobile devices and single product pages. It's understood that you will provide content and product images.

Custom Website Redesign with eCommerce

- Mockups for mobile devices and single product pages
- Custom WordPress Development
- eCommerce Integration with WooCommerce
- Zapier for [REDACTED] Integration
 - Requires an active subscription for approximately \$45 per month
 - Add new WooCommerce orders to [REDACTED] as customers
 - Create [REDACTED] sales receipts from new WooCommerce orders
- Stamps.com Integration to verify shipping addresses and print labels



- Requires a Stamps.com subscription for \$15.99 per month, plus the cost of shipping
- Can optionally purchase a Stamps.com shipping label printer
- USPS API Shipping Method Integration
 - To calculate shipping rates in the U.S. by weight or size during customer checkout
- Stripe Setup and Integration for Checkout
 - No cost to sign up and no monthly fee
 - 2.9% fee per transaction
 - Funds deposited every 48 hours (two business days)
- SSL Certificate to Encrypt Website
- Server setup and migration/launch
 - A Virtual Private Server (VPS) is Recommended
- Organic Search Engine Optimization
- 30 Days Support with Training as Needed

Cost: \$7,500.00

Membership Functionality for Wholesale Pricing

- Membership Integration for User Management and Protected Content
- Duplicate Products with Wholesale Pricing
- Custom Forms for Wholesale Inquiry/Application
- Memberships won't be sold, but rather vetted for the appropriate credentials

Cost: \$2,500.00

Project Terms

Total Cost: \$10,000.00

Timeframe: 120 days – April 1 to August 1, 2017

Payments: 50% upfront and 50% upon completion.

A deposit secures your place on my calendar. Completion is upon approval and launch. If you decide to proceed with my services, I'll send you an electronic invoice for the first payment to begin work.

Next Steps

We'll schedule time for a project kick-off meeting, and walk through a demo eCommerce website to review and discuss default eCommerce functionality. We'll discuss how orders are placed, how shipping and tax are calculated, and the process you'll follow to track orders and notify customers when their orders are completed and shipped. I'll create a detailed scope of work and send you an electronic copy for approval.

The Scope of Work Includes

- Project Timeline
- Project Deliverables
- Written Account of Project Functionality

I encourage my clients to be as self-sufficient as possible in managing the administrative tasks associated with their website. This prevents any so-called "hostage" situations in which I control the master credentials for platforms that maintain the integrity of your site. This means that I will recommend and facilitate third-party services like hosting accounts, SSL certificates and premium subscriptions, but I will ask you to arrange payment for them separately.

The cost for premium WordPress plugins and extensions are included in the project cost. A license for premium plugins entitles you to one year of support and updates. At the end of this term, you'll be asked to assume the cost to renew the licenses.

I'll walk you through these processes as they arise.