ESTEEM INTERNATIONAL CONSULTANTS

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HEAD OF ICT DEPARTMENT
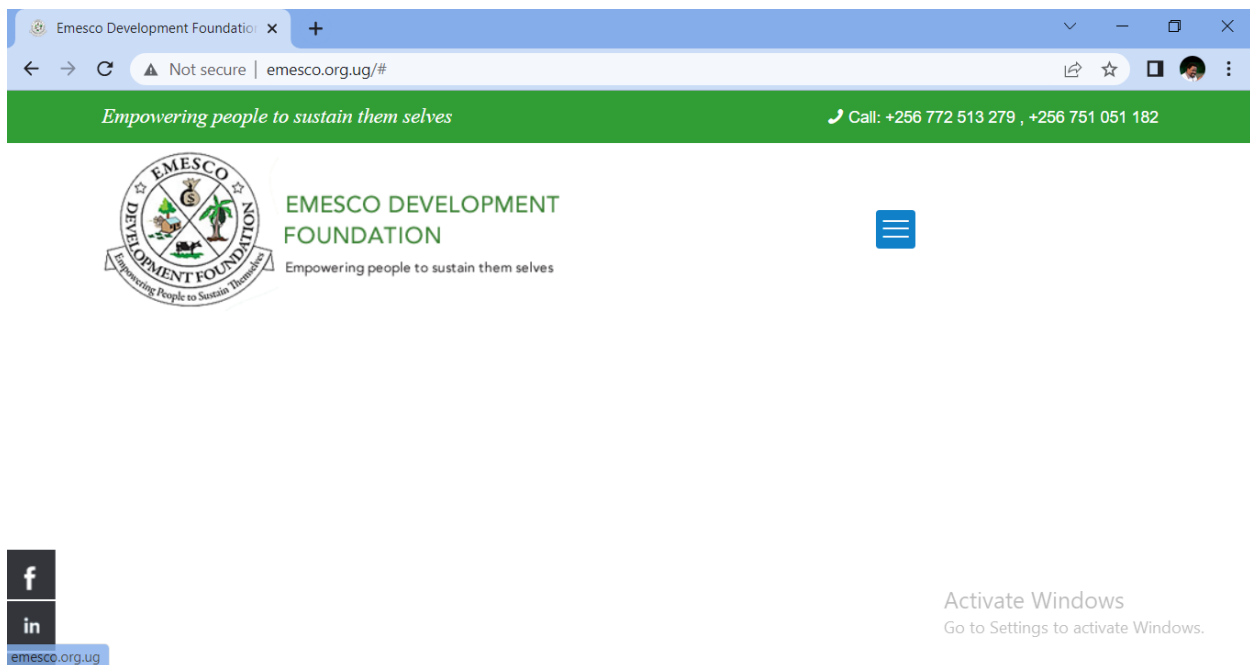
Email: bradiepao7@gmail.com

TEL: +256779971996 /+256787677628

Paul Serubombwe

Current web site status

EMESCO web site at http://emesco.org.ug.

This is how it can open. If you tried opening the web site.

Description of the current website at http://emesco.org.ug.

- It's a static website. "Static pages require manual updating before their contents change."

- It cannot display anything for now apart from the social site buttons which are no functioning still.

Way forward

Under Esteem international consultants, we are planning to develop and improve on the current website with a standard package which is part of dynamic world.

NB; dynamic websites offer unique content to visitors each time they view the site. This is done through a combination of client-side and server-side scripting.
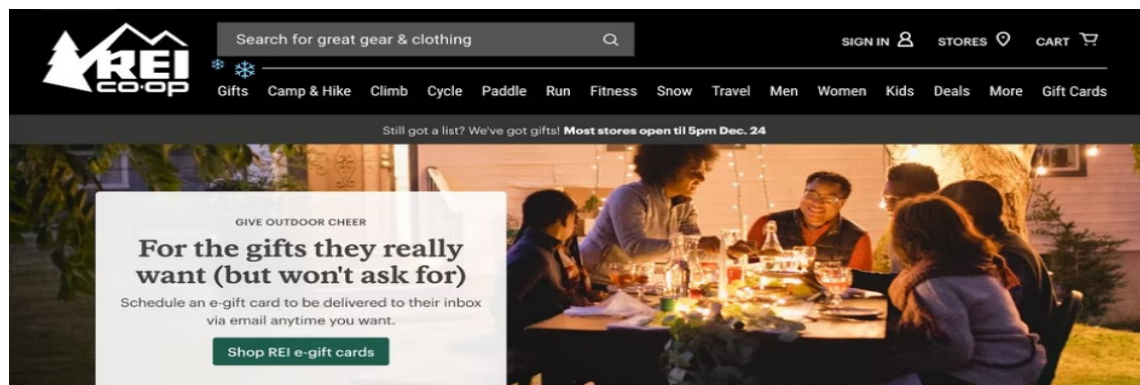
Description of our standard package.

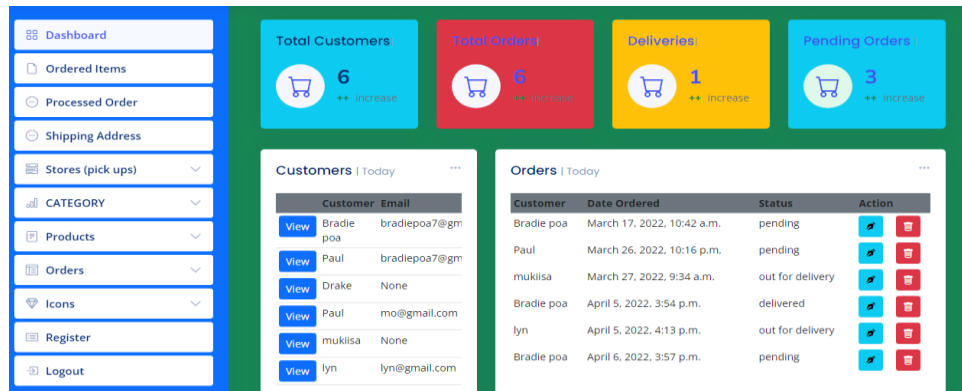What can standard package do? Or functions of standard package.
1. Mobile responsive and compatibilities; web site the can work on all sizes of gadgets as illustrated below.

Desktop   Laptop   Tablet   Phone

2. Ten (20 maximum number pages). We provide our client with many pages as possible which helps to cover a bigger scope of information displayed on a website.

3 Content management system CMS. Is for creating, managing, and optimizing your customers' digital experience. More specifically, a CMS is a software application that allows users to collaborate in the creation, editing, and production of digital content: web pages, blog posts, etc.

4 SEO (Search Engine optimization) the practice of optimizing a website so that it ranks well on search engines.

Why SEO?

- It's low-cost

- It delivers great ROI

- It provides actionable data

- It nurtures leads through the marketing funnel

- It boosts credibility

- It attracts relevant users

5 Social media integration

Social media integration is the act of using social media accounts as an extension of your marketing strategy. This is typically accomplished two ways:

1. Directing your social media audience to your website

2. Allowing your social media accounts to be easily accessed on your website

6. Google map inclusion

- Google Maps Helps People Find Your Business

- Google Maps Allows People to Quickly Contact Your Business

- Google Maps Encourages People to Visit Your Location or Website

- Google Maps Displays Your Business with Images

- Google Maps Offers Customer Credibility through Reviews

7. Training in regard to the CMS users.

In this package we provide a hand in training the web system user on how to use the system effectively.

8. Content development.
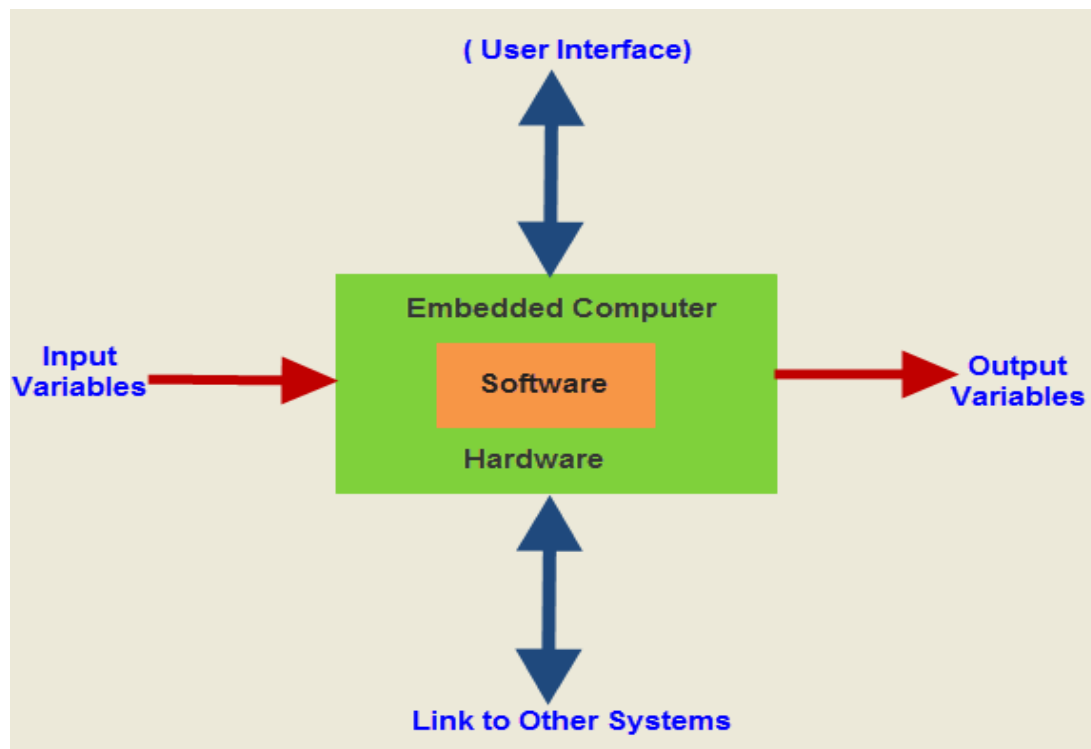
The process of generating material that supports and promotes your online presence.

9. Mockup

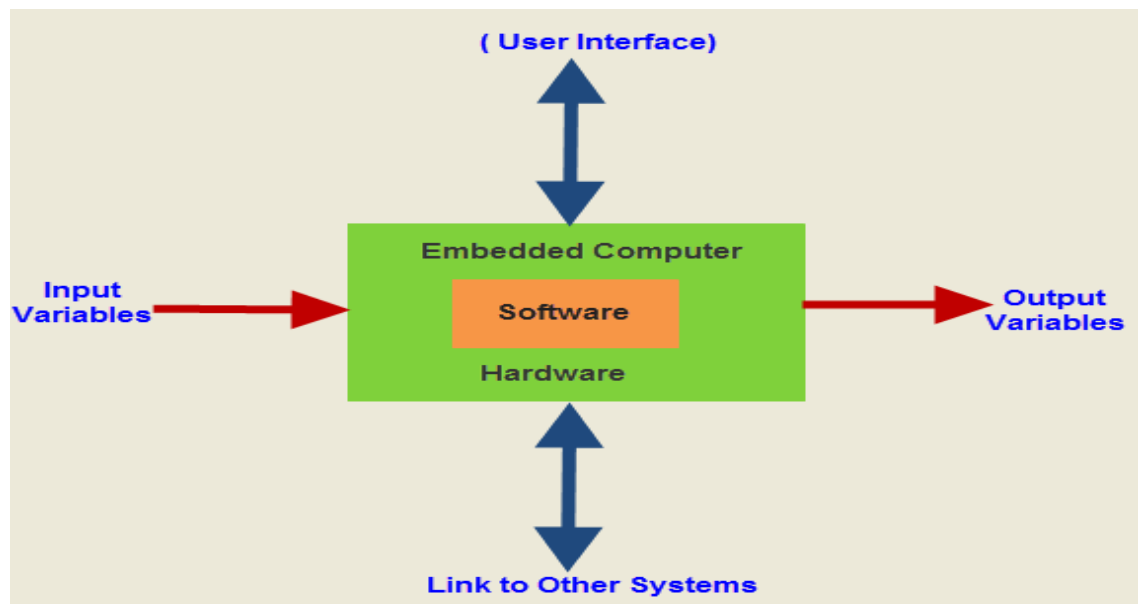A mockup is a static design of a web page or application that features many of its final design elements but is not functional. A mockup is not as polished as a live page and typically includes some placeholder data.

10. Working contact Us embedded system
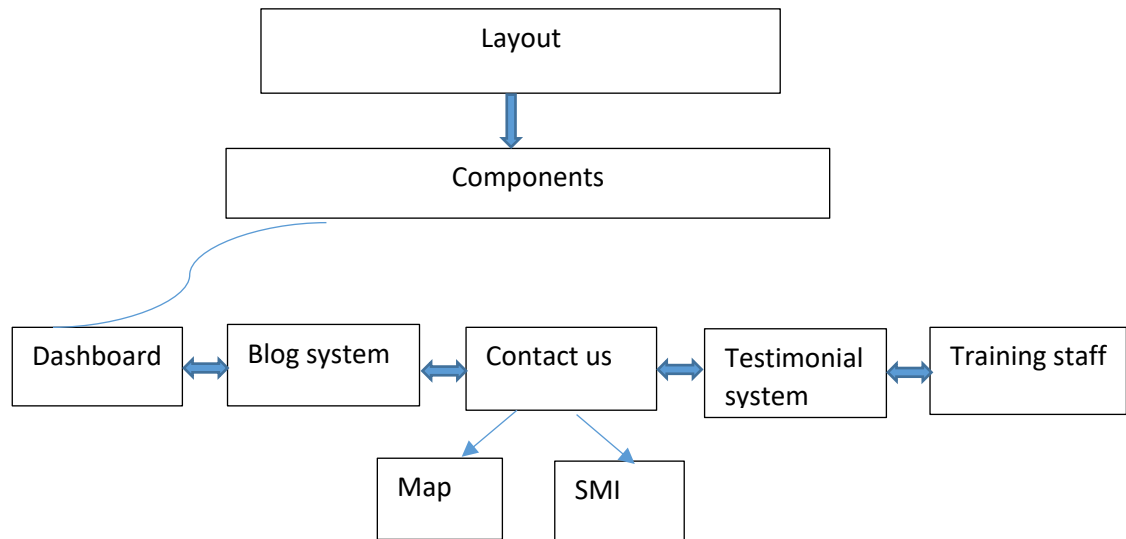

11. Embedded testimonial system

As also requested by staff of EMESCO development foundation, we shall include a blog and donate functionality in the website.

Simple WBS (work break down structure) of our system

```
                    ┌─────────────────────────┐
                    │         Layout          │
                    └─────────────────────────┘
                                 │
                                 ▼
                    ┌─────────────────────────┐
                    │       Components         │
                    └─────────────────────────┘
```

| Dashboard | ◄► | Blog system | ◄► | Contact us | ◄► | Testimonial system | ◄► | Training staff |

```
                              ┌──────┐   ┌──────┐
                              │ Map  │   │ SMI  │
                              └──────┘   └──────┘
```

1	layout	30 days
2	Dashboard, contact us	30 days
3	Testimonial, blog	30 days
4	Total time	90 day

Financial budget.

Package name	Basic	Standard	advanced
Package price	1,800,000 m	2,500,000 m	3,500,000 m

Nb. This Payment is a one time pay.