2017

Proposal for Website Design, Development and Maintenance for Anglican Girls' Grammar School Asaba Alumni Worldwide Association (AGGSAAWA)

SUBMITTED BY

ESTEQ NOLOGY LIMITED

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ESTEQ NOLOGY LIMITED

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Introduction

ESTEQ NOLOGY is a creative information communications and technology company providing creative technological solutions and consultancy services to its growing global clients. The Company's sole objective is to partner with clients to help grow their businesses with respect to increased customer base, enhanced revenue and profitability, enhanced business processes and efficiency.

ESTEQ NOLOGY is made up of passionate and experienced people; we love where we work and what we do.
We are focused on four core services:
- Web Design/Development
- Ecommerce
- Digital Web Hosting & Branding; and
- Mobile App Development.

A brief mention of our people include (detailed information is included on the Team Members section):
- **Ambrose**, a professionally trained Chartered Accountant, Tax Practitioner and Investment Manager with a passion for using Information Communications Technology in solving various financial and business challenges of organisations.
- He is an alumnus of Harvard Business School Executive Education programme, University of Exeter and the University of Nigeria.

- **Oluwaseun** is a creative web developer, an experienced programmer with good knowledge of front-end techniques. He loves structure, order and enjoys spending time fixing details and optimizing web apps.
- He is a graduate of Computer Science from the University of Jos and has served as a Network and Web Solution Analyst at different startups, where he has developed into a professional in Network, Web and Data Analysis.

- **Toluwani** is a web developer who likes working on challenging projects. His primary interest include good & simple design, functional programming and proffering solution to everyday web problems/issues.
- He is a first class Electrical and Electronic Engineering graduate from Landmark University, Omuaran and a Cisco Certified Network Associate (CCNA).

- **Patricia** is in Economist with passion for Information Communications Technology with a practical approach to solving complex issues with technical and interpersonal skill. She is an experienced content writer.
- She graduated with a Bachelor degree in Economics from the University of Jos.

Our understanding of the scope of work

The members of ANGLICAN GIRLS GRAMMAR SCHOOL ASABA ALUMNI WORLDWIDE ASSOCIATION (AGGSAAWA) is seeking to create a robust platform (website) that will be used:

▪ In raising awareness and promote AGGSAAWA in order to support its success, sustainability and visibility among its various stakeholders:

▪ As a tool for communication and collaboration between the AGGSAAWA and its stakeholders for the sharing of expertise, knowledge and resources to strengthen the Association.

In order to achieve the above, AGGSAAWA is seeking to select a Consultant that will work with its committee to design and build a robust website that:

▪ Embodies AGGSAAWA's wide and forward looking mandate as well as have a robust Content Management System (CMS) that can effectively manage large amounts of data and an array of file types including embedded video, audio, photo albums, HTML, PDF, and similar.

▪ Has a donation system linked to its donor database, a robust constituent relationship management (CRM) system for active constituent engagement and personalized content; and the ability to manage constituent engagement directly through the website such as online fundraising campaigns by different chapters.

Consequently, **ESTEQ NOLOGY** is proposing to be selected as the preferred Consultant to design, develop, test, implement the web platform and also train the recommended administrators. The website should have, as a minimum, the following features as contained in the Terms of Reference (TOR):

▪ Good and acceptable structure and layout with Technical integration and testing across all agreed browsers and platforms (IE 6,7,8; Safari 5.1; Firefox; Google Chrome, and iOS devices or the latest platform at the date of signing the contract);

▪ A user–-guide for the website and the CMS, complete with the most common troubleshooting guidelines, this will include regular maintenance and training for nominated administrators;

▪ An upgradable WordPress based Content Management System (CMS).

▪ Effective search function;

▪ Constituent relationship management (CRM) system;

▪ A donation platform allowing individuals to donate online directly on the website and transfer funds to AGGSAAWA bank accounts;

▪ Robust social media platforms as tools to enhance AGGSAWWA global visibility;

In addition, to the above, develop an international documentary to showcase AGGSAWWA, and enhance partnership development and resources mobilization.

It is good to mention that **ESTEQ NOLOGY** is proposing to provide AGGSAAWA with a fully secured (SSL encryption) website that is attractive, easy to navigate and provide useful information to the various relevant stakeholders,

The website which will incorporate social media platforms as tools to enhance AGGSAWWA's global visibility will be designed to function well across all device screen sizes from tablet, to desktop and to the mobile screen and also across all modern browsers.

The design will be optimized for search engine optimization (SEO) such that it can rank higher in search results by applying up to date SEO technique while building the website like URL optimization, keyword management, page architecture etc.

For the pages to load faster on the website, image extension optimized for the web will be used on the website.

A key component required for the website is the "Sign Up" and "Login" feature that will be integrated into the website, this will allow new members to join the alumni, and at the same time make it possible for members who have logged in to have a personalized view and access to features that will not be available to the public users. The various user roles will be created for proper management of the website

Content Management System

Central to the new design from **ESTEQ NOLOGY** will be a robust Content Management System (CMS) that will allow AGGSAAWA to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save AGGSAAWA website revision costs but it will also ensure that the website stays fresh and up to date. The content of the CMS after the website is launched will be under the control of the website administrator to in order to make the website totally customizable without the help of **ESTEQ NOLOGY.**

For the CMS, WordPress is chosen because of its simplicity, relatively cheap price, 24 hours/7days a week support provided by the WordPress teams and the rich community that has been built around it
ESTEQ NOLOGY will also carry out training on how to use the CMS with a user manual that will act as a reference guide.

Donor System
For the donor system, **ESTEQ NOLOGY** will be deploy a payment gateway to facilitate online donation directly from website and transfer funds to AGGSAAWA designated bank accounts.

While there are many payment gateways, we would suggest "Vogue Pay" because it allows site owners to receive payment on their website. Vogue Pay distinguishes itself from other online payment processors with its array of features that are guided by its core values: Security, User Friendliness, Relatively low charges and Reliability.

We have suggested VoguePay primarily because we believe that the bank account will be domiciled in Nigeria. However, if the bank account will not be domiciled in Nigeria, we will recommend some other payment gateway such as PayPal because it also secure, reliable and universally accepted.

Constituent Relationship Management

With the Constituent Relationship Management, visitors to the site will be able to subscribe to the website blog; this feature will allow AGGSAAWA to build its email database library. The data will be useful in distributing newsletter to visitors on the website.

The visitors would also be able to register, edit and maintain profiles on the installation. The data generated here would be integrated into the membership list and discussion forum creating social media of sorts within the website. Users would be able to make customizable changes to their profiles and the installation would provide the administrator with a vast amount of information on users and how they interact with the site.

Workflow

Preliminary Design

Working in conjunction with Website Design Committee of AGGSAAWA, **ESTEQ NOLOGY** will provide AGGSAAWA with a set of preliminary design concepts for the new website.

AGGSAAWA can at that point opt for a design of their choice and/or request for design revisions within the scope of the Fee Schedule.

Integration of CMS and Donor System

Once the design is approved, **ESTEQ NOLOGY** will incorporate the Content Management System and the donor system into the design.

Training

ESTEQ NOLOGY will run a training session with AGGSAAWA Web design committee, showing them how to use the Content Management System, donor system and the CRM. This can be done on site or online. Tutorial video might also be made available on request.

Launch

Upon providing all the required content, **ESTEQ NOLOGY** will upload such contents to the development sub-directory for another review. Upon satisfactory review and approval, **ESTEQ NOLOGY** will then move the website from the development sub-directory to the main root level of the domain, thereby making the site go live.

Proposed Technologies

WordPress

WordPress has evolved throughout the years into a versatile Content Management content management system (CMS). While one can still use WordPress to create a simple blog, now it also allows you to create fully functional websites and mobile applications.

WordPress is free, easy to use and flexible enough for almost anything. It is search engine friendly with a large community of users and is used by a lot of the known/big brands such as Cable Network News (CNN). However, it often has complex technical code.

VoguePay

VoguePay allows site owners to receive payment on their website. VoguePay distinguishes itself from other online payment processors with its array of features that are guided by its core values: Security, User Friendliness, Relatively low set up/transaction cost and Reliability.

One of the main disadvantage of VoguePay is that for those in Nigeria, it is not yet supported by Verve Cards. It accepts international brands such as MasterCard, VisaCard etc.

Database – MySQL

MySQL is the world's most popular open source database. With its proven performance, reliability and ease-of-use, MySQL has become the leading database choice for web based application, used by high profile web properties including Facebook, Twitter, YouTube, Yahoo etc.

Language Used

- PHP
- SQL
- HTML
- JAVASCRIPT

Team Members on the Project

Ambrose Okolo (CEO)

A passion to help people succeed.
Ambrose Okolo is a co-founder **ESTEQ NOLOGY** and continues to lead the company as the Chief Executive, shaping the company's strategy for growth and working closely with clients. Part of his responsibilities includes quality assurance and ensuring that clients get excellent service and are happy to refer the Company to other clients.

He is professionally trained among the best schools in the world and jas an eye for details and quality service. He had advised various companies in the ICT sector.

Seun Omololu – Web Programmer and SEO strategist

Seun is a graduate of computer science from the University of Jos. He has, since 2013, served as a Network and Web Solution Analyst at different startups, where he has developed from a budding graduate into a growing professional in Network, Web and Data Analysis.

His keen eye on the tiny details in diction, tones and clauses has made him great at what he does. With a solid background in User Interface design and Web Development, he helps **ESTEQ NOLOGY** clients develop strategically realistic approach to setting up their online businesses. With over 3 years of experience in Content marketing, Social Media marketing, SEO, Analytics and the Inbound Marketing methodology altogether, he gladly takes up the challenge of helping our clients create and execute effective plans to solve their digital marketing problems.

His technical experience ranges from basic network competencies (CISCO) to core programming including cross-platform proficiency (Windows, Unix, Linux and MacOS); fluency in 9 scripting/programming languages (including C, C++, .Net, Java, Php and SQL); and advanced knowledge of developer applications, tools, methodologies and best practices (including OOD, client/server architecture and self-test automation).
Oluwaseun is a creative web developer, an experienced programmer with good knowledge of front-end techniques.

Patricia Okolo (Customer Service Support & Admin)
Trish as she often called is an excellent customer service personnel. She understands processes and people management.

She has keen interest in technology and ensures that customers' expectations are met at all times and this has helped her at **ESTEQ NOLOGY** as a customer relationship personnel. She is a graduate of the University of Jos.

Toluwani Akano (Web developer)
Tolu is a web developer who likes working on challenging and intricate web projects. His primary interests include good and simple web design, functional programming and proffering solution to everyday web problems/issues. Tolu graduated with a first class degree in Engineering and very passionate about web design and programming. In addition he is a Cisco Certified Network Associate (CCNA).

Tolu believes that in other for an individual to be successful in their chosen field, he/she must be passionate about such field.

Fee Summary

Item	Feature	Price
HTML 5 template	Multi-design options, fully responsive and customizable, amazing support.	₦30,000
Domain Name Registration	.com, .org,	₦6,000/Year
Web Hosting	Unlimited Web Space, Unlimited Bandwidth, Firewall and Antivirus, Automatic Data Backup	₦30,000/Year
SSL Encryption	Up to 256-bit encryption, Issued in 5-15 minutes, $10,000 Warranty, Unlimited Reissues, Browser Ubiquity 99+%	₦15,000
CRM	Email and auto-responders, Opportunity Management, User Accounts and Management, Events and User Directories.	₦50,000
DMS	Unlimited Uploads, all file formats supported, Permission system. Fully secured data.	₦10,000
Web Design		₦150,000
Social Media Integration and SEO	Facebook, Twitter, Instagram, LinkedIn, Google+	₦100,000/Year
Maintenance	Monthly Maintenance	₦40,000 per month

Given our commitment to fostering an enduring relationship with your association, we are open to further discussion on the proposed fee structure.

Additional Information
Website Design and Setup

This includes the following:

- WordPress Template Purchase. This template will have all the necessary feature to meet the target product.
- Set up website architecture and navigation system
- Implement nameplate/logo placement and design
- Create website mirror for beta testing purposes
- Integrate content management system
- Integrate Payment Processor for Donor system
- Integrate CRM to the website

Website Design

Using the webpage template purchased during the initial design phase, this includes
- Integration of the main landing pages into site architecture and navigation:
- Home Page
- About/Contact
- Gallery/Events
- Portfolios
- Blog
- Login Page
- Sign Up page/ Join us
- Admin Page
- Donate / Support

SEO Strategies

At ESTEQ NOLOGY, we will design your website for search engine optimization and will expose the search engine using some of the following:

- The website design will be optimized for search engine by making sure that each page in the website has all the features that make it rank high in search engines like url optimization, keyword placement, meta and title tags usage etc.

- And also another feature that is always considered by search engine is how fast the page load, and that will be major objective of our design team to use element that will make the website load fast like using images that are optimized for the internet e.g. gif images.

- A blog will be integrated into the website in order to allow the website administrator creates content which can be shared on social platforms causing more traffic to come to your website.

- Ads can be run on social platforms with the sole purpose of drawing in traffic to your website and creating awareness.

- Link building: that is sharing your website URL on established sites. These will increase your website authority on search engines.

- User will be trained on how to use read the Google analytic report after it has been set up before launching the website. This will ensure that the website administrator will be able to measure the website growth.

- The website will be linked with Google console in order to be able to get statistics as regards the website activity.

Sample Websites Completed By ESTEQ NOLOGY

www.businessforsale.ng

www.schoolsdirectory.com.ng

www.esteqnology.com

www.businesscatalysts.com.ng

Ongoing projects scheduled to be launched within the next 2 - 4 weeks:

www.tab.ng

www.truevinechristiancentre.org

www.canvasconsult.com

It is our desire that ANGLICAN GIRLS GRAMMAR SCHOOL ASABA ALUMNI WORLDWIDE ASSOCIATION (AGGSAAWA) will be one of our next happy and satisfied clients.

Next Steps

We graciously await the selection of **ESTEQ NOLOGY** as the preferred Consultant for the development of the functional website for AGGSAAWA and will be ready and available for further discussion and negotiations on the fine details and other expectations to be covered in a formal contract.

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LIMITED**

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Once again, we thank you for considering **ESTEQ NOLOGY** for this engagement.