



Website Re-design Proposal.

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Prepared For: Tektrotronics, LLC.

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I. Introduction

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I am pleased to submit this proposal to you for the redesign of tektrotronics.com. I welcome the opportunity to work with you on this project.

It is my understanding that you are seeking to upgrade the design and structure of the website to further improve your brand's positioning in the Technology market.

With over a decade of experience in Graphic Design and five years of professional experience in Web Design and Development, I believe I am highly qualified to put through a comprehensive website overhaul.

I combine strategic thinking, market research, and cutting-edge technologies to provide innovative solutions that consistently break new ground.

I deliver high-quality work through my focus on bidirectional communication, responsive customer service, client education, accurate project management, product quality, and an ethical approach to business.

I have a well-documented track record of performing work on budget and on deadline.

I hereby submit the following proposal, which includes information about my capabilities, methodology, example projects and other pertinent information for consideration.

I am always available 24/7 for communications regarding this proposal. You can always reach me via Whatsapp at +2349059360920, or via e-mail at thaikuun@gmail.com.

II. Approach and Methodology

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I approach each project as a true collaboration in ideation -- the process of creating new Ideas. I offer my expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible.

My commitment to quality is with you from concept through to post-implementation support so you can sleep well both during and after the development process.

My goal is to provide strategies and solutions that go beyond the expected. To make sure I deliver, I have embraced the "ideation process."

This process allows me to study my client's true goals (and then make reference to them as often as required throughout the duration of the project).

Management Approach

I approach each client project with a documented set of policies, processes, and procedures. The project is broken down into tiny bits of tasks. Each task would have a deadline and as well as priority.

For this, I use project management apps with Trello and Airtable being my favorites.

I shall be getting in touch with you from time to time in order to give reports and take your suggestions throughout the duration of the project. This is to ensure a timely and highly-favorable results.

My approach also includes daily project status self-questioning that focus on answering the three questions:

- (a) *"What have you done since yesterday?"*;
- (b) *"What are you planning to do today?"*;

Management Approach (Cont'd)

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land (c) “Do you have any problems preventing you from accomplishing the set goal?”.

This daily review of progress mitigates risk and ensures that close management of the project occurs at every stage.

Behind the scenes, I utilize a combo of other technologies to manage projects, this includes:

- i. Git (Version Control System)
- ii. Fogbugz (Issue Tracking and Scheduling)
- iii. Microsoft SharePoint (Knowledgebase)
- iv. Microsoft Project (Project and Resource Management).

These systems allows me to systematically manage even the most complex projects.

III. Development Process

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I will guide Tektrotronics through the following processes: **Market research & competitor analysis, planning, content editing, design and finally, production.**

Adhering to this process will ensure a highly-favorable outcome. My process starts with Phase 0.

I like to call it Phase 0 or the analytical phase. My goal in this analytical phase is to analyze the websites of your competitors, evaluate your current position among other businesses in the technology markets, make audits, define features concretely, determine technology integration specifics, and prioritize features to be integrated in the new design.

- **Phase 0:**
 - Market research & competitor analysis
 - Planning
 - Defining & Prioritizing Features
- **Phase 1:**
 - User Interface Design
 - Content Creation/Editing
 - Implementation of UI Design
 - Implementation of Features
 - Testing
 - Launching
 - Search Engine Optimization

As a bonus, I will provide you with a FREE 2-week post-launch site support and maintenance. Site maintenance is an additional (optional) package that would cost \$50/mo. Opting in for site maintenance would 100% ensure that all components of the

Development Process

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website are never out of date. You also benefit from automatic fixes and regular updates and feedback on the website's status.

IV. Estimated Project Costs.

Below is my line-item detail of the cost estimate for this project. These estimates have been developed based on my current understanding of the Tektrotronics web re-design project, and on my experience with past projects of a similar scope.

Task Estimates	Cost
Market Research, Competitor Analysis and Copywriting/Content Editing.	\$50
Web UI Design, Graphics and Website Development	\$250
Initial Website Optimizations & SEO	\$0
Total	\$300

Additional (Optional) Packages

Implementation/Service	Cost
Site Maintenance	\$50/mo
Shopping Cart	\$150

V. Proposed Features and Improvements.

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The table below shows a list of features and improvements to be added in order of priority. Please, kindly bear in mind that priorities may change slightly without prior notice.

Feature/Improvement	Description
User Interface Re-design	Complete refurbishing of the landing page.
Google Analytics	To track visitors' behaviors, interest and other demographics. This information can then be used in social media marketing campaigns.
AMP by Google	Zero-latency page load times from search results.
Curated Color Scheme	Encourages uniformity with the brand colors, thereby enforcing the brand's accent.
Content Management System	Popularly known as blog. It is vital in driving traffic to the website and it will naturally increase your brand's loyalty. It would also effect positively on your website's search results ranking.
Live Chat	Allows visitors on your website to chat with you in real-time. You can reply chats on the go, right from your mobile phone. This can effectively increase your conversion rates.
Search Engine Optimizations	On-site optimizations with the aim of increasing your website's rank and reputation in search engine result pages

2. About Me

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I am Yusuf Odukoya. A multidisciplinary creative designer, illustrator, investor, and serial entrepreneur. I am the founder of Schwartz Bacher Systems (Est. 2014).

I was born and raised in Lagos, Nigeria. I studied Parasitology at the prestigious University of Lagos and was awarded a Bachelors of Science in the year 2016.

I have been in the creative space for over a decade. Over the years, I have helped a lot of SME's achieve growth by promoting social engagements, creating creative concepts and marketing campaigns, managing their brands, giving professional branding advice, developing brand packaging, and helping them establishing authority in their niche.

My secret lies in the synergetic use of my three main skills - Web design, graphic design and digital marketing. I have invested a large chunk of my life in research. I have worked with both Small and Medium Scale Enterprises and organizations from the United Kingdom, United States, Germany and Kenya.

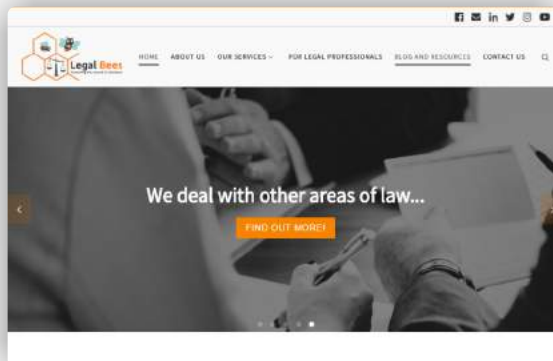
Please, turn to the next page as I give a highlight to some of my web design clients.

3. Clients

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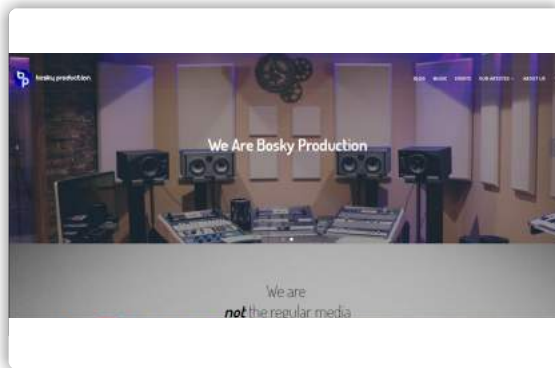
Ayo Loves Cars - Automobile Blogger
www.ayolovescars.com



Legal Bees UK - Legal Consultants
www.legal-bees.com

3. Clients (Cont'd)

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Bosky Production - Entertainment Company
www.boskyproduction.com



Giveasily - Startup Company
www.boskyproduction.com

4. Conclusion

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I am highly enthusiastic about the opportunity to work on your Tektrotronics web re-design project. I have a proven track record of providing organizations with high quality solutions that are effective and easy to manage. My services are tailored to meet client and end user needs.

I look forward to working with you on this apparently exciting project. Please forward any questions in regards to this proposal to my Whatsapp account.

Let's make history!



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THANK YOU!

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