Proposal for Website Design and Development

Prepared For

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**Baby Nutrition Ltd**

Submitted by



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# Introduction

ZOOM IT is one of the leading IT Company, specializing in website design development and Internet Marketing.

Working primarily with the custom platform and its tools for designing and developing corporate company sites, ZOOM IT has developed outstanding projects that have delivered unparalleled growth for our clients.

Our team works closely with its clients and by listening to and discussing their requirements we provide flawless business solutions. Our mantra is based on mutual growth and we have a list of successful business associations that guarantee our work and signature our work efficiency. With our experienced team, we design solutions on time, every time.

**F**acility’s

* User friendly Interface
* Messaging
* Offer option
* Email Notifications
* SEO Optimized Website.
* Unlimited Pages.
* Smartphone friendly website design
* Pictures would load quickly
* Social Media Sharing & Login Like Facebook, YouTube, we-Chat, Twitter, Linkedin, Instagram, Etc
* The website will have a visually pleasing appearance– and function properly across platforms and mobile devices.
* Will create a credible website to attract international clients
* The site will be easy to navigate, so visitors can find what they’re looking for with minimum effort.
* The website will have original product photos and helpful product descriptions.
* The checkout will be fast and easy.

**C**ore features

* Advanced Mega Menu Builder
* Most of the Task Ajax
* Home Page Builder
* Unlimited Email Template Creation
* Dynamic Slider
* Brands
* Verified Reviews
* Product Deals
* Wish list
* Dynamic Coupon
* Multi-Level Category
* Product Rating
* Product Gallery with Zoom
* Social Login
* Google Recaptcha
* Product Attribute
* Strong Security
* Product Compare
* Quick Buy
* Google Analytics
* Facebook Pixel
* Quick Find seller shop
* Seller url SEO friendly

### **P**roducts Catalog Management

* Unlimited Product posting
* Unlimited categories and subcategories
* Automatic combinations generator
* Unlimited products characteristics
* Products customers’ evaluations
* Prices display: with or without taxes
* Choice of number of products per page
* Display of available quantities on products pages
* Sort products by relevance, price, and publication.
* Edit and Delete Product
* Add product image
* Related items
* Customer Review
* Product Video
* Shipping method : store collection or regular shipping
* Send to a Friend with Email and Share Buttons for different Social Media
* Multiple pictures per product
* Zoom and thick box on products pictures
* Choice of number of products per page
* Sort products by relevance, price
* Manufacturers, brands management
* Search Results rewrites and redirects

**C**ustomer Management System

* Customers registration, and personal accounts
* Forgotten passwords recovery
* Orders monitoring by email
* WYSIWYG text editor
* Multiple users
* Easy user experience
* Purchase History.

## **O**rders

* Real time consultation of created carts
* Orders statuses customizable
* Predefined monitoring orders messages
* Configurable minimum order amount
* Ability to order products out of stock
* Returns management
* Addition of returned products into stock
* PDF invoices, slips and delivery slips
* Partial slips and refund
* Refunds with automatic slips
* Order management, admin manage all orders.
* Delivery tracking and status shown to the customer
* Admin will manage discount/offer
* Customers will view their orders in their panel

### **S**ecurity

* Secure Back-Office access (login and password)
* SSL compatibility (Depends on client requirements)
* Unique tokens in Back Office and Front Office
* PCI DSS compliant
* Resistance to attacks as XSS, CSRF, SQL injections, distant inclusions, path transversal
* E-mails headers injections blocked
* Passwords encryption in database
* Cookies encryption
* Blocking repeated attempts to recover passwords
* Secure Admin Panel access (login and password)
* Unique tokens in Admin panel and User panel.
* attempts to recover passwords

## **A**dministration

* Integral search in the Back-Office
* Multiple users management, and permissions (ACL)
* Maintenance mode
* WYSIWYG text editor
* Content management system
* Modules On-Off in only one click
* Sub domains management
* Database backup (partial or full)
* Automatic generation of robots.txt files
* Specific typefaces management in PDF files
* Products indexation for an optimized search
* RSS feed
* Export of the newsletter listed e-mail
* SMTP emails sending (with or without SSL-TLS) or PHP mail

**S**ystem Architecture

Technology:

* JavaScript
* React JS, Next .js
* PHP framework: Laravel, (Wordpress for blog)

These will be the basic web pages as per your requirement; the pages will be 100% increasable as per your requirement. The proposed website will be 100% dynamic and all the content of the web pages will be changeable by your admin without any previous web development knowledge. Website admin will be able to edit/update the web site content, change or update all other content of the website whenever necessary.

**P**ROJECTPLAN

**P**roject Note

We will provide you with a structural design which will let you integrate features such as CRM Systems, ERP System etc if/when needed.

**T**he entire project is divided into Five-development phase.

* Planning.
* Analysis.
* Design.
* Development.
* Deployment.

The bars on the chart represents week.

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Activity** | 1st Month | 2nd Month | 3th Month |
| Planning |  |  |  |
| Analysis |  |  |  |
| Design |  |  |  |
| CMS Integration |  |  |  |
| Deployment |  |  | Delivery |

*Project Time line*

**Note: It will take us a minimum of 3 Month to Complete the website.**

**C**OSTING

The following cost breakdown is based on the information currently available. Costing is based on Planning, Analysis, Design, Development, & Deployment of the proposed project.

**P**lease Note

* Package: (Custom)
* Here is the price of a website
* Project Regular Rate 5 00,000 TK, **Offer Rate 300,000 TK**
* The costing is subject to change if new requirements are added or defined in the development phase.
* The **Senior** **programmer** will be used for this project.
* The database will be designed by a senior engineer.
* Separate **UI UX** will be designed for this project.
  + Cost of the first landing page design with header footer 18000 tk
  + The design cost other pages will be 13000tk each page.

**P**ayments Terms

* 35% of the total cost shall be paid on accepting the Proposal along with a work order.
* 35% pay after the design is live.
* Rest 30% shall be paid on accepting the project after the implementation phase.

**P**ackage **(A)** Technology: React JS & Next .js/ Vue Js & Nuxt js, PHP Laravel, (Wordpress for blog)

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No | Task Description | Type | Price in BDT |
| 01 | **Website Backend Development** | Senior Developer | 130,000/- |
| 02 | **Website Front end Design with API** | Senior Designer | 105,000/- |
| 03 | **UI UX Design** | Senior Designer | 65,000/- |
| Total: Three lakh taka only. 300,000 BDT | | | |

**P**ackage **(B)** Technology: Vue Js, PHP Laravel.

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No | Task Description | Type | Price in BDT |
| 01 | **Website Backend Development** | Senior Developer | 75,000/- |
| 02 | **Website Front end Design with API** | Mid-level Designer | 50,000/- |
| 03 | **UI UX Design** | Mid-label Designer | 40,000/- |
| Total: One lakh sixty-five thousand taka. 165,000 BDT | | | |

**P**ackage **(C)** Technology: Wordpress

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No | Task Description | Type | Price in BDT |
| 01 | **Website Design Development** | Mid-label Developer | 35,000/- |
| Total: Thirty-five Thousand taka only. 35,000 BDT | | | |

**S**UPPORT & MAINTENANCE

The following are the service agreement between ZOOM IT. &Client.

* Support & Maintenance will cover fixing all bugs and system errors.
* Support & Maintenance will include updating of client website with content, image, video, adding similar new webpage in the same format and layout.
* ZOOM IT will not accept any design tweaking and semi customization during the support and maintenance period. Any customization and design update will be subject to an additional charge.
* ZOOM IT will provide all the necessary support to keep the web site running as it should be.
* ZOOM IT will update the Client’s website with current information whenever provided to us. The website updating will take a minimum of 1 working day depending on the number of updates.
* Client will not need to have an IT department to handle their website. ZOOM IT will provide the end-to-end solution.
* Our office is closed on Friday and Saturday, and our weekly working hours are 10 AM to 6 PM (Except during prayer).
* Our Support & Maintenance Service will include the following:
  + We will monitor your site for up/down and performance issues during the support & maintenance period.
  + We will keep your website up to date and secured during the support & maintenance period.
  + We will provide on-call web support services during the support & maintenance period.
* Free Training in ZOOM IT office with video tutorial.

**T**ERMS & CONDITION

The following are the Terms & conditions of the Proposed System.

* The proposed project shall be 100% confidential & Unpublished by the Company (ZOOM IT).
* Client shall be the sole proprietor of the website.
* Re-distribution of the website shall be illegal for Client unless a contractual agreement has been made. (Subject to contractual agreement)
* Client will hold no rights to distribute the designs, code, database designs, HTML Components or other materials deemed necessary in the development of this website solution unless a contractual agreement has been made between both parties.
* We reserve the right to link back to our website, reference to work undertaken on behalf of a client for marketing purposes.

I hereby agree and accept all the above Terms& Conditions of the proposed proposal, and understand that by indicating agreement and acceptance above, and signing and returning this document I am contracting ZOOM IT. To undertake the work as described in the above proposal.

Agreed and Authorized By:

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