Proposal for Website Design and Development

Prepared For

**Quick Study**

Submitted by



24/A-1, A-2 Basila Road, Mohammadpur Dhaka 1207.

Date: 16 May 2024

# Introduction

ZOOM IT is one of the leading IT companies in Bangladesh, 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
* Booking option
* 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

* Dynamic Slider/ Banner
* Dynamic Coupon
* Google Recaptcha
* Google Analytics
* Facebook Pixel

**C**ustomer Management System

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

## waterlmark

### **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

**Server Details**

64GB ECC RAM5GB NVMe 12x Intel Silver vCPU32TB TransferKVM Virtualization

**S**ystem Architecture

Technology:

* HTML CSS
* JavaScript
* PHP framework: Laravel.

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

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

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

The bars on the chart represents month.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Activity** | 1st Month | 2nd Month | 3rd Month | 4th Month |
| Planning |  |  |  |  |
| Analysis |  |  |  |  |
| Design |  |  |  |  |
| CMS Integration |  |  |  |  |
| Deployment |  |  |  | Delivery |

*Project Time line*

**Note: It will take us a minimum of 4 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)
* Include **Content upload**
* Project Regular Rate 5,00,000, **Offer Rate 375,000/- Taka**
* AMC yearly 20% of total amount (include server)
* The costing is subject to change if new requirements are added or defined in the development phase.

**P**ayments Terms

* 50% of the total cost shall be paid on accepting the Proposal along with a work order.
* 30% pay after the design is live.
* Rest 20% shall be paid on accepting the project after the implementation phase.
* meeting and finalize how we can handle the payment.

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No | Task Description | Type | Price |
| 01 | Frontend Development | Senior Developer | 100,000/- |
| 02 | Backend Development | Senior Developer | 125,000/- |
| 03 | Chat and MCQ | Additional Development | 1,50,000/- |
| Total: Two Lac seventy five thousand taka Only | | | 375,000/- |

**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).
* AMC Minimum $200 (server support )
* 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:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

