KROD Group Website Design Quote

Prepared for:

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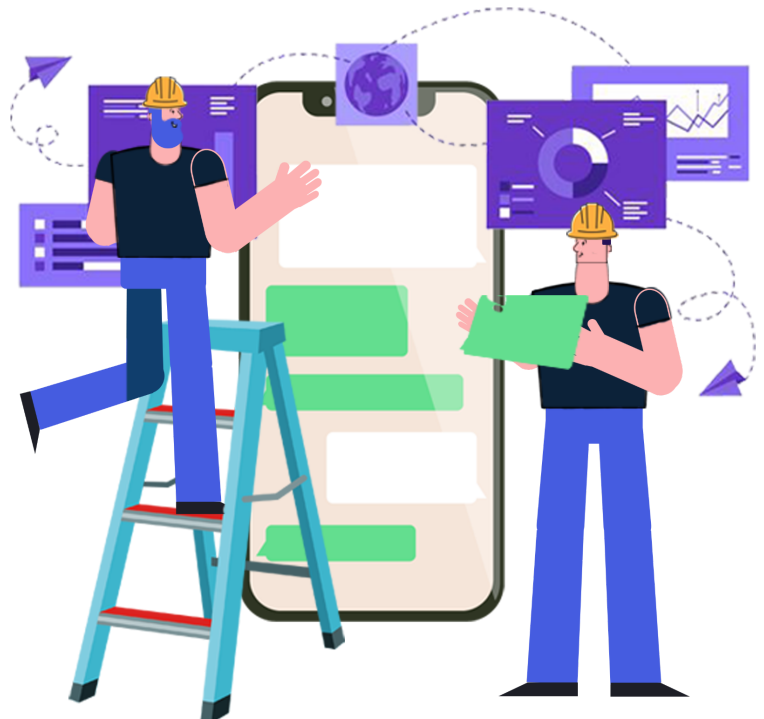KROD Group

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Introduction

Web design isn't a one-size-fits-all formula, but there are a few things that make a website flourish while others stay stuck in the mud. Our objective at

KROD Company is to increase the number of leads to your website. We'll do this by doing two extraordinary things:

First, we'll figure out the true value you provide. This is your "unique value proposition." In other words, what you do that nobody else can do. We'll ensure your brand speaks to your audience.

We'll expand on what we'll do and how we'll do it in the following sections

Content for the site

There are multiple components of your website that will help you scale.

Web page selection

Here's what will be included on your website:Homepage: We'll help you establish a relationship with your clients from the get-go!

About us: Who are you? What's your story? Why should clients buy from you?

Products & services: Don't forget to include what you're selling!

Your process: How do you work? Should we detail your process in advance?

Contact us: How can your clients reach you?

Privacy policy and terms & conditions: We'll ensure your website is legally compliant

Process and time scale

Step 1: Complete this form

We need to understand who you are, who you stand behind, and what you stand for. Once we have an idea, we can begin to create a design that portrays your ideal self as reflected in your brand. In the end, your website will resonate with the people who matter most: your clients.

Step 2: Design presentation

There will be a common theme but, we'll go through these options together and pick the best one.

Step 3: Content

Our copywriter will discuss the "voice" of your brand. We'll need all photos or graphics once we reach this stage.

Step 4: Building the website

Next, we'll build your website. Once your website is completed, we'll present it to you. Any amends can be made at this stage, in 2.5 weeks from starting date. You're welcome to three rewrites.

Step 5: Launch

We'll go through our checklist to ensure your website is ready to launch within 4 weeks

Design Interview

Please complete the following information below.

Web design goals
What is your main web design goal?

- ☑ ~~Business portal~~
- ☐ Business intranet
- ☐ Provide product information
- ☐ Sell products online
- ☐ Provide a community service
- ☐ Create a portfolio
- ☐ Other: (Enter value)

Please list some of your goals/objectives for the site

Need to have a solid website to attract global customers

Look and feel:
Please provide us with a general idea of what you want your website to look like. If you have some examples of websites you enjoy and wish us to use for inspiration, please place their URL in the WEBSITE MODELS section.

I need the landing page just to show two tiles for regions we are working with (Asia and Middle-East) and when click on each tile, it takes you to the relevant page showing who we are and what we do

Website models
Which websites have layouts and navigation that you enjoy?

www. https://krodgroup.com/

https://aurorarcm.com/

Which websites have a look and feel that you want?

www. _____

www. _____

Which websites have features that you want?

www. _____

www. _____

Tone-of-voice

What tone-of-voice would you prefer for your website?:

☐ Conservative	☐ Friendly
☑ ~~Corporate~~	☐ Fun
☐ Knowledgeable	☐ Feminine
☐ Academic	☐ Masculine
☐ For children	☐ Other:

Social media

Do you require social media integration?:

☑ ~~Yes~~
☐ No

What social networks would you like to integrate?:

- ☑ ~~Facebook~~
- ☐ Instagram
- ☑ ~~LinkedIn~~
- ☐ Twitter
- ☐ Other:

Client to-do list

How will you provide our designers with desired text?

- ☐ In an electronic format
- ☐ Copies of brochures/literature the designer can copy
- ☑ ~~Will require the development of new, custom text~~

What graphics/logos should our designers use on your site?

- ☐ Use the graphics/logos from our present site
- ☐ Will require redevelopment of existing logos
- ☐ Will provide designers with graphics/logos in an electronic format
- ☐ Will allow designers to use stock graphics/logos
- ☐ Will require the development of new graphics/logos
- ☑ ~~Undecided~~

If you would like us to design a new logo, please describe the elements you would like included:

We have a logo but all other contents and pictures for the website needs to be created.

Notes

Is there anything else you'd like to tell us about your web design goals?

This needs to be completed within 4 weeks.

Costs

Below you can find the one-off cost of our web design services.

Name	Price	QTY	Subtotal
Website Design	LKR 40,000.00	1	LKR 40,000.00
Hosting**(N/A)**	LKR 0.00	0	LKR 0.00
Analytics**(N/A)**	LKR 0.00	0	LKR 0.00
Maintenance**(N/A)**	LKR 0.00	0	LKR 0.00

Subtotal	LKR. 40,000
Total	LKR. 40,000

Terms & conditions

A 20% deposit is due on or before (11.02.2022). Any remaining payment is due upon project conclusion. Please allow four weeks for completion. This form is intended for web design quotes only. Additional cost will be charged for any additional requirement required out of the quoted requirements.

Agreed and accepted

This quotation is subject to mutually acceptable terms and conditions and payment of the total price 20% upfront and 80% upon completion of development.

KROD GROUP Narmadha Dayaratne	Freelance Software Engineer Dilan Hewathudella