

Deschamps Design

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Estimate

To: Carolina Becerra
Beauty Salon, Scenario #1
Vancouver, BC

Date: March 18, 2013

Estimate: 20130301

Dear Ms. Becerra,

It was a pleasure to meet with you last Monday to discuss your website needs. We have several years of experience working with passionate new startups like yours, and have watched them grow from the gem of an idea to a thriving and prominent business. We excitedly have our sights set on your launch date of April 12, 2013 and are eager to move forward.

We've broken the project down into five main areas and provided a subtotal for each. We have included a Graphic Design component for your business, per our discussion, as this work will provide the foundation for which all other marketing and design needs will be fulfilled. We've also separated the project into two phases, per our discussion; the second phase includes value-added features like an email contact form, virtual makeover tool, online appointment bookings, and online shopping. There is no timeline set as yet for Phase 2, however we would encourage you to consider launching these within the first six months, to best capitalize on the momentum building from the site's (and business') launch.

Please remember that this estimate is for budgeting purposes only, based on our evaluation of the job described below. It does not include any unforeseen price increases or additional services/contracting or materials than those mentioned here (such as stock photography, illustration, couriers, or colour proofs. Changes requested by you, the client, will be billed separately. This estimate is valid for 4 months.

DIGITAL & GRAPHIC DESIGN COMPONENTS, PHASE 1

- Marketing and design research for both your print and digital design needs

Subtotal: \$1248.00

GRAPHIC DESIGN COMPONENT, PHASE 1

We have estimated the cost of creating an identity, or brand, for your business separately from the website. Given that each brand is unique in its "flavour" and personality, and provides a professional representation of your business to the world, creating a logo is a thoughtful process that takes time and expertise.

We will be working with a logo designer for this portion of the project to ensure you get a cohesive brand look that will flow through your website, four current advertisements, your stationery set, a "brand guidelines" that outlines all of the parameters, as well as inform any future instore point-of-sale materials and custom product packaging that you require.

This component includes:

- Brand identity
 - logo** - a selection of logos in a variety of file formats (AI, EPS, JPG, PNG) and colours (PMS, CMYK, black+white, reverse)
 - colour palette, fonts, brand graphics** - colours, fonts and any graphics will be selected or created to best express your brand
 - stationery** - includes a business card design template and custom letterhead and envelope
- Copywriting - includes a tagline and a mission statement
- Creating four ads
- Revisions 1
- Revisions 2

Subtotal: \$7,013.50

DIGITAL COMPONENT, PHASE 1

- Planning the information architecture
- Researching, registering, and securing a URL
- Securing a Service Provider and negotiating hosting rates
- Providing data base management and compilation (provided by a dedicated third-party professional)
- Sourcing a web template and modifying with custom coding (the cost of the template is not included in this estimate)
- Performing user testing with your target market and modifying design and functionality based on feedback
- Two rounds of revisions

Subtotal: \$4,680.00

DIGITAL DESIGN COMPONENT, PHASE 1

In our meeting, you shared that you would be providing us with images for your site. It is for this reason that photography is not included on the estimate. If, however, the images are of a quality that would compromise the overall look of your site, we may need to consider hiring a photographer for an additional fee. We do, however, know of someone who is just starting out and would be a perfect fit, in price and area of specialization, for this project.

- Designing a temporary "splash" page with your contact information, opening date, and location
- Designing five unique pages of your website
- Copywriting
- Copy editing/proofreading
- Image retouching or resizing

Subtotal: \$3,432.00

TOTAL PHASE 1: \$16373.50

PHASE 2

Phase 2 includes exciting, interactive features that will encourage your clients, both current and potential, to frequent the site more often.

The estimated cost of doing Phase 2 includes both programming the back end functionality as well as creating designs that complement the overall look and feel of the site. Phase 2 includes:

- An online shopping feature, including check-out
- The virtual makeover
- Online appointment booking
- An email form

TOTAL PHASE 2: \$3,783.00

Thank you Carolina for the opportunity to provide you with this estimate for your business' current and future digital needs. We look forward to your response and are available to answer any and all questions you have.

Sincerely,

Donna Deschamps
Web Design Firm X