

## Deschamps Design

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# Estimate

**To:** Carolina Becerra  
Beauty Studio, Scenario #2  
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. Your awareness of both your competition and the current market, and your alliance with both interior designers as well as Graphic Design Firm X are ensuring a very successful collaboration between us and providing invaluable insights into your 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 four main areas and provided a subtotal for each. We've also separated the project into two phases, per our discussion; the second phase includes value-added features such as 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 upon the site's (and business') launch.

Please remember that this estimate is for budgeting purposes only, based on our evaluation of the job described above. 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.

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### RESEARCH, PHASE 1

- Marketing and design research - this targeted research is in addition to what you provided us in your business plan

**Subtotal: \$312.00**

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### 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: \$4,524.00**

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## **DIGITAL DESIGN COMPONENT, PHASE 1**

In our meeting, you shared that your copywriting needs would be taken care of and that you would be providing us with professional quality images for your site. It is for this reason that neither are included on the estimate. We have, however, allocated time for both proofreading and any image editing/retouching.

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

**Subtotal: \$2,808.00**

**TOTAL PHASE 1: \$7,644.00**

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## **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 may have.

Sincerely,

Donna Deschamps  
*Web Design Firm X*