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# PROJECT PROPOSAL

PREPARED FOR  
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BY

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# PROJECT PROPOSAL

Dear Venera,

Thank you for agreeing to allow me to present my proposal to you. It was an amazing experience to speak to you about your website project, as well as a few other problems you are encountering in your day-to-day. Thank you, too, for the soup! It was beautiful.

I truly hope that my expertise in web development and digital solutions can help alleviate your pains. I am looking forward to work with you and hope that my skills can help make your life a little bit easier, **following the principles and requirements** you have outlined in our meeting.

My proposal details how I hope to achieve this, with my proposed packages, and it also outlines my creative process. If you have any questions or thoughts about how my services can better fit your needs, please reach out and we can set up a call. I'll be happy to adjust to your objectives and needs.

Best regards,

Andre Emanuel



# PROJECT OBJECTIVES

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## KEY OBJECTIVES

Based on the information you have provided during our meeting, you want to build a **business website** that can help you achieve your **business goals** by solving these **critical issues**:

- Increasing your *customer outreach*
- Showcase your past work
- Online presence

## TARGET AUDIENCE

Your primary **target audience** includes these groups of people:

- Upper middle-class adults aged ~25 and above who prioritize aesthetics, health, self-care, and personal appearance
- Women **AND** men

## STYLE GUIDELINES

You require a website that can showcases these **styles and characteristics**:

- Elegance
- Calmness
- Comfortable confidence
- A touch of Indonesian/Balinese cultural aesthetics

# PROJECT OBJECTIVES

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## ADDITIONAL SOLUTIONS

Additionally, I have also identified **other business problems** that you are facing, that my services may help solve:

- Media **Asset Management** (videos, pictures)
- **Account Management**
  - **Secure** and properly **organized** account management for your digital presence (email accounts, social media accounts, possibly chat accounts like Telegram)
  - **Tools** and **Systems** that can prevent future loss of access to your accounts
  - Regain control of media assets that are still in an old Instagram account
  - **Regain access** to an old Instagram account
- Targeted **Social Media Marketing** strategy, planning, and optimization
- **Immigration** – I can connect you with local immigrations office services

## AS A CERTIFIED VIRTUAL ASSISTANT

I can offer you help in running your day-to-day tasks so that you can free up your valuable time to pursue your passion, grow your business, or just to relax and enjoy life some more.

My rates start at \$20/hour.

Feel free to ask me more if you are interested.

# BUSINESS BUSINESS WEBSITE

## Style Requirements

### KEYWORDS

- Elegance
- Calmness
- Comfortable confidence
- A touch of Balinese/Indonesian aesthetic

### COLORS

- Subtle
- Soft
- Earthy

Example preferences template: Webflow Purezai

The screenshots demonstrate a clean, modern design with a focus on skincare products. The homepage features a large hero image of a woman's face, followed by sections for product highlights (e.g., 'Nourish, Hydrate, Glow - Your Skin's Best Care!'), a 'What We Offer' section with four categories (Mineral Concentrate, Radiance Serum, Skin Sync Analysis, Glow Revive Therapy), and a 'Featured Product' section with various skincare items. The 'Care Collections' page shows a grid of products under different categories and includes a testimonial section with user reviews and ratings.

# BUSINESS WEBSITE

## Critical Features

### NAVIGATION BAR

with logo, Social Media connect, and CTA button

### SERVICES SHOWCASE

• Services

#### What We Offer

Skincare Consultations	Pure skincare, free from artificial fragrances for a fresh, irritation-free feel.	↗
Radiance Check-Up	Pure skincare, free from artificial fragrances for a fresh, irritation-free feel.	↗
Skin Sync Analysis	Pure skincare, free from artificial fragrances for a fresh, irritation-free feel.	↗
Glow Revive Therapy	Pure skincare, free from artificial fragrances for a fresh, irritation-free feel.	↗

More Services →

(~8 items)

Notes: No need to display price

Form: Interactive Gallery with mouseover image display action

- Skin Boosters + Mesotherapy
- Botox
- Russian Lips
- Packages:
  - Acne Treatment
  - Pigmentation
  - Rosacea
- Eye Area Treatment
- Polylactic Acid
- Face Cleansing
- Lipolytic
- Consultation: FREE (include available chat hours)
- Special Section: Cosmetology for MEN

# BUSINESS WEBSITE

## Critical Features

### ABOUT ME SECTION

Form:

- Important Points:
  - Certified
  - Trained in Russia
  - X years experience across Russia, Vietnam, Bali
- Quality, safe, and original products, imported from Italy (Janssens)

### TESTIMONIALS SECTION

Form: Sliding tile gallery

- 4-6 *Real* user testimonials
  - Possibly using *real* screenshots

# BUSINESS WEBSITE

## Other Features

## OTHER NICE TO HAVE FEATURES

- QR Code that links to special promo page
- GPS/Maps general location (may be inadvisable)
- Multilingual translation
- Calming background audio (meditation bowl, soft white noise like raindrops)
- Scarcity Element (Limited Slots for consultation)

## OTHER POINTS TO SHOWCASE

- Clients from all over the world
- Emphasize passion for aesthetics and well-being

## TEXT IDEAS

- Beauty is harmony, and harmony begins with self-care
- I create natural beauty without unnecessary pain or long recovery periods
- Expert in skincare and rejuvenation
- Expert techniques born under the Bali sun

# BUSINESS WEBSITE

## Additional Inputs

Additional Inputs From Me (Your feedback needed):

- It may be a good idea to force the user to leave behind their contact info when they click the CTA (Message Me) button.
  - **Why?**
  - *It builds a solid user database for future marketing projects like newsletters or sending promos, and it can also serve as a backup if one day you lose your device, or access to your email/social media account.*

# SCOPE OF WORK



Project Components & Timeline

## WEEK 1

### DISCOVERY & PLANNING

- Requirements gathering, sitemap creation, wireframing.
- **Content Strategy:** Draft and compile content (text copy and media)
- **FIRST REVISION**

### DESIGN

- UI/UX design, for a ***user-friendly and aesthetically pleasing*** interface
- Include **responsive design** ready for various mobile devices.
- **Interactive elements** and eye candy scroll animations
- **SECOND REVISION**

# SCOPE OF WORK

Project Components & Timeline

## WEEK 2

### DEVELOPMENT

- **Front-end**, based on UI/UX design specifications
- **Back-end** development: setting up server, domain registration, hosting, and database, and necessary APIs
- **CMS** implementation for administrative control
- **THIRD REVISION**

# SCOPE OF WORK

Project Components & Timeline

## WEEK 3

### DEPLOYMENT

- **Quality assurance** & final testing
- **Deployment** to hosting server
- **SEO** implementation
- **go-live** support

# SCOPE OF WORK

Project Components & Timeline

## POST-LAUNCH

### MAINTENANCE (MONTHLY)

- Site *Maintenance*
- *Stand-by support*
- Minor content and code *updates*
- Analytics *reporting*
- Ensuring data and *website security*

# PRICING & PAYMENT SCHEDULE

## Fees Breakdown

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### ONE-TIME DEVELOPMENT FEES

Includes:

#### FRONT-END DEVELOPMENT

**\$ 400**

- Design
- Coding and Integration

#### BACK-END DEVELOPMENT

**\$ 800**

- Server, domain, and hosting setup
- Database configuration
- API Integration
- CMS Integration

\*\* Prices are listed in USD because subscriptions and tooling used in development are also charged in USD

# PRICING & PAYMENT SCHEDULE

## Fees Breakdown

### RECURRING FEES

\*\*Paid only after your site has launched

#### YEARLY

- Domain registration
- SSL Security Certificate

**\$ 20/year**  
1<sup>ST</sup> YEAR IS FREE

#### MONTHLY

- Maintenance fees
- Site Hosting
- Database Hosting
- CMS license

**\$ 100/month**  
1<sup>ST</sup> MONTH IS FREE

# PRICING & PAYMENT SCHEDULE

## TOTAL FEES

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### ONE-TIME FEES

**US \$ 1 200**

= IDR 19 000 000 (rounded down)

= RUB 95 600

### RECURRING FEES

**US \$ 20/year**

= IDR 325 000 (rounded down)

= RUB 1 600

Note: Will only be billed starting on the **second year**

**US \$ 100/month**

= IDR 1 600 000 (rounded down)

= RUB 8 000

Note: Will only be billed starting on the **second month** of site being live

## PAYMENT SCHEDULE

**50 % initial deposit** to start the project

50 % remaining balance to be paid before deployment of website

All payments are due within 30 days of invoicing.  
Late payments may incur additional charges.

# TERMS & CONDITIONS

A successful web development project is a collaborative effort. While we are committed to delivering an outstanding website, we will require some inputs and active participation from your side:

## CONTENT PROVISION

Please provide all necessary content, including text, images, videos, and any other media, in the formats we specify.

## FEEDBACK & REVISIONS

Timely feedback at each stage of development will ensure the project remains on track. We kindly ask for feedback within 2 business days of receiving a draft or update.

## ACCESS

Grant us necessary access to hosting, domain registration, and any other platforms or tools required for the development process.

## POINT OF CONTACT

Please keep communications open in order to streamline communication and decision-making.

We believe that with your active involvement and our expertise, we can craft a website that truly stands out.



I am a passionate product designer with over 14 years of experience in various art and design fields, specializing in creating user-centered designs with a strong focus on aesthetics.

Since graduating with a Fine Arts degree from Maranatha Christian University in Bandung in 2010, I've honed my skills in graphic design, illustration, product design, 3D modeling, and storyboard art.

An interest in art grew into a passion for technology and the digital landscape, starting from **UI/UX design** to **full-stack programming**, achieving certifications for:

- **Cybersecurity** - Google
- **IT** - Google
- **Virtual Assistance** - SGB VA (*Tanya Gromenko*)

I've successfully applied my unique skill set to a variety of projects, for companies, agencies, and freelance clients alike.

I am an open minded, critically thinking, creative individual, whose curiosity knows no bounds and is highly motivated by seeking creative solutions for problems.

I am also a father of a sassy 7-year-old girl, and among the many hats I put on in my daily life, this is the one that I am most proud of wearing.

\* @virtual.andre

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THANK YOU