

ELITE MARKETERS

Marketing Agency

Project Proposal



Custom Website
Design

HNI TAX FILER



Project Overview:

I purposely undertaking the following project for your organisation:


PROJECT DURATION : 30 to 45 days.

PROJECT : HNI TAX FILER (WEBSITE DEVELOPMENT)

FRONT END : WORDPRESS

BACK END (DASHBOARD) : CUSTOM CODED

SCOPE OF WORK :

- Redesign Website from scratch
 - Front End + Back End
 - Typography and colour scheme change
 - Complete Dashboard for Clients (Login Interface)
 - Contact/inquiry form leads to mail and database
 - Own Server (Host)
 - New forms if required
 - Minimal animation
 - Maintenance / Website Revise
- 



SCOPE OF WORK :

website features:

1. Home Page

- A main landing page with a brief introduction to the service.
- Clear call-to-action buttons such as (Sign Up and Contact US.)

2. User Authentication

- A Register/Login page that includes OTP verification for users.

3. Header and Footer

- Consistent navigation elements across all pages.
- Links to all major sections of the website.

4. Why HNI Tax Filer

- A dedicated page explaining the benefits of using HNI Tax Filers.

5. List of Services Page

- A detailed descriptions page for all services offered.

6. Testimonials Section

- Display of client testimonials for social proof.

7. Privacy Policy and Terms and Conditions

- A page containing information on data privacy and terms of use.

8. Contact Us Page

- A form where clients can submit their name, email, phone, and message.
- Submitted information triggers a notification to the team or appears on the admin dashboard.

9. About HNI Page

- Information about the company, its mission, and team members.

10. Blogs Page

- A list of all blog posts for users to read.
- WhatsApp Support Button
- A floating button at the corner of every page for quick WhatsApp support.

11. Blog Management System for Team

- A Blog Login Page for team members with OTP verification to access the blog management system.
- A Blog Home Page for team members to write and submit blog posts.
- Automatic rendering of blogs on the website once they are submitted.

SERVICE FEE :

CUSTOM CODED WEBSITE (Front End + Back End)	55K
--	------------

Service Level Agreement (SLA) HNI WEBSITE DEVELOPMENT :

Ownership and Intellectual Property:


a. Upon completion of the project and full payment, the client will own the website design, graphics, and content created specifically for the project.

b. The designer retains the right to use the project in their portfolio and for self-promotion, unless otherwise agreed upon in writing.

Designer is not responsible for any copyright or legal actions related to this project as he/she only works on the website designing & development part.

Project Scope and Changes:

a. The scope of the project, including deliverables, timelines, and pricing, as outlined in project proposal.



Scope of Services :

The Service Provider agrees to deliver the following services:

- Website Design & Development: Custom design, front-end, and back-end development according to the requirements defined in proposal.
- SEO Optimization: Basic SEO setup
- Responsive Design: Ensuring the website is mobile- and tablet-responsive.
- Browser Compatibility: Website should work on modern browsers such as Chrome, Safari.
- Performance Optimization: Ensuring fast loading times and efficient website performance.
- Security Features: Basic security features such as SSL integration, firewall, and protection against common threats.

Client Responsibilities:

- a. The client will provide all necessary materials, including logos, text content, images, and any other relevant information required for the project.
- b. The client is responsible for reviewing and approving all designs, content, and functionality before the website goes live.

Payment Terms:

- a. The client agrees to pay the designer according to the agreed-upon pricing and payment schedule.
- b. A deposit may be required before the project starts, with the remaining balance due upon completion of the project or as otherwise specified in the agreement

Service Provider Responsibilities :

- Deliver the project within the agreed timelines.
- Provide regular updates and deliverables according to project milestones.
- Ensure the website meets performance and security standards.
- SUPPORT : 45 + 15 DAYS Technical SUPPORT

Deliverables & Milestones

- Phase 1: Project Initiation
 - Project brief and requirement gathering.
- Phase 2: Design and Prototyping
 - Wireframes and mockups delivered.
- Phase 3: Development
 - Front-end and back-end coding.
- Phase 4: Testing
 - Functional and cross-browser testing.
- Phase 5: Launch
 - Website goes live.

Payment Terms :

- Total Project Cost: 55K
- Payment Milestones:
 - Advance : 20% on agreement signing.
 - Project Completion: Remaining Payment (80%)

Acceptance :

If you agree to this proposal, please sign below and return a copy to indicate your acceptance:

Name: SIDDIQUI

Date: 18 Sept' 2024

signature:



CLIENT : HNI TAX

Date: 18 Sept' 2024

signature:

