

Website Design Proposals

eNani Digital Tools

PROPOSAL 1: STARTUP PACKAGE

R5,000

Date: 26 January 2026

Prepared for: Durban-Based Business

Prepared by: eNani Digital Tools

Location: Pongola, KwaZulu-Natal

Contact: 066 132 1810 futurenowonline@gmail.com

Executive Summary

Thank you for considering eNani Digital Tools for your web presence! This proposal outlines a professional **5-page website solution** designed specifically for growing businesses in Durban that need an affordable, credible online presence.

At **R5,000**, this package delivers a mobile-responsive website that showcases your business, builds customer trust, and provides essential digital credibility—without the expensive agency overhead.

What You Get:

- Professional, custom-built website (5 pages)
 - Mobile-responsive design (works on all devices)
 - Contact forms and basic business features
 - 2 rounds of content revisions
 - Deployment to live hosting
 - Post-launch support
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The Problem

Many Durban businesses operate without a professional online presence. This creates:

- **Lost credibility** – Customers expect you online
- **Missed customers** – People searching for your service can't find you
- **Limited reach** – You're only getting word-of-mouth referrals
- **No 24/7 storefront** – Your business closes when you do

A professional website solves all of this while positioning you ahead of competitors who still rely solely on social media.

The Solution: 5-Page Startup Website

Pages Included

1. **Home** – Your business story, value proposition, and call-to-action
2. **About** – Build customer trust with your background and mission
3. **Services/Products** – Showcase what you offer with clear descriptions
4. **Gallery/Portfolio** – Display your work or products with images
5. **Contact** – Contact form, email, phone, and WhatsApp integration

Features

- ✓ **Mobile-Responsive Design** – Looks perfect on desktop, tablet, and mobile
 - ✓ **SEO Optimization** – Basic on-page SEO to help you rank on Google
 - ✓ **Contact Forms** – Capture customer inquiries directly
 - ✓ **WhatsApp Integration** – Link directly to your WhatsApp business account
 - ✓ **Fast Loading** – Optimized performance for better user experience
 - ✓ **SSL Security** – Your website is secure and trustworthy
 - ✓ **Google Business Setup** – Help with Google My Business profile
 - ✓ **Social Media Links** – Connect to your Instagram, Facebook, etc.
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Technical Specifications

- **Technology:** Modern, future-proof web technologies
 - **Hosting:** Included for first month; then ±R300/month (hosting costs only)
 - **Domain:** .co.za domain registration (±R99/year)
 - **Maintenance:** Basic updates for 1 month post-launch
 - **Support:** Email/WhatsApp support during development
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Timeline

- **Week 1:** Discovery call, content gathering, design kickoff
 - **Week 2:** Development, integration, content population
 - **Week 3:** Testing, revisions, final deployment
 - **Delivery:** 3 weeks from approval
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Investment & Payment

Total Investment: R5,000

Payment Terms:

- 50% deposit upon approval (R2,500)
- 50% upon delivery (R2,500)

Included in R5,000:

- Website design and development
- 5-page website structure
- Mobile-responsive design
- Basic SEO optimization
- Contact form setup
- 1 month hosting
- 2 rounds of revisions

Not Included (add-ons available):

- Product photography
 - Professional copywriting (R500/service)
 - E-commerce functionality (separate quote)
 - Advanced customizations (hourly rate: R300/hour)
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Why Choose eNani Digital Tools?




- ✓ **Local Understanding** – We understand Durban businesses and the South African market
 - ✓ **AI-Enhanced Development** – We integrate AI capabilities to future-proof your site
 - ✓ **Certified AI Developer** – Professional, modern approach to web development
 - ✓ **Transparent Pricing** – No hidden costs; clear deliverables upfront
 - ✓ **WhatsApp Support** – Communicate easily during the project
 - ✓ **After-Sales Support** – We don't disappear after launch
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Next Steps

1. **Schedule a Discovery Call** – Let's discuss your business needs
 2. **Review & Approve** – Confirm scope, timeline, and budget
 3. **Deposit Payment** – Secure your project spot (R2,500)
 4. **Kickoff** – We start gathering content and designing your site
 5. **Go Live** – Your new website launches!
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Ready to get started?

Contact us via WhatsApp or email to book your free 20-minute discovery call.

 066 132 1810
 07883858383
 futurenowonline@gmail.com

PROPOSAL 2: PROFESSIONAL PACKAGE

R10,000

Date: 26 January 2026

Prepared for: Durban-Based Business

Prepared by: eNani Digital Tools

Location: Pongola, KwaZulu-Natal

Contact: 066 132 1810 futurenowonline@gmail.com

Executive Summary

This proposal outlines a **premium 10-page website solution** with advanced features, professional functionality, and ongoing support—ideal for established businesses looking to make a serious impact in Durban's competitive market.

At **R10,000**, you get a comprehensive digital presence that includes e-commerce capability, advanced SEO, customer communication tools, and professional-grade functionality that competes with much more expensive agency solutions.

What You Get:

- Professional, custom-built website (10 pages)
 - Mobile-responsive and SEO-optimized
 - Advanced contact forms and lead capture
 - E-commerce ready (product showcase or shop)
 - WhatsApp, Facebook, and email integrations
 - 4 rounds of content revisions
 - 3 months of post-launch support
 - Professional deployment and domain setup
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The Problem

Growing Durban businesses need more than just an online presence—they need a sales tool. Standard websites miss opportunities because they:

- **Don't convert visitors into customers** – No clear calls-to-action or lead capture
- **Look unprofessional** – Template-based designs don't build trust
- **Lack customer communication tools** – Multiple platforms, no integration
- **Don't rank on Google** – Invisible to potential customers searching online
- **Aren't set up for growth** – Hard to update or add new features

A professional website transforms your online presence from a business card into an active sales machine.

The Solution: Professional 10-Page Website

Pages Included

1. **Home** – Hero section with clear value proposition and CTA
2. **About** – Build authority with your story, team, and credentials
3. **Services/Products** – Detailed service/product pages with descriptions
4. **Portfolio/Case Studies** – Showcase completed work or client results
5. **Testimonials** – Build social proof with customer reviews
6. **Blog** – Share industry insights and boost SEO (3 sample posts included)
7. **Pricing** – Clear pricing or service tiers (if applicable)
8. **FAQ** – Answer common questions and reduce support burden
9. **Contact** – Advanced contact forms with lead tracking
10. **Resources/Downloads** – Lead magnet or resource library (optional)

Premium Features

- ✓ **Professional Design** – Custom design reflecting your brand
- ✓ **Advanced SEO Optimization** – Technical SEO, keyword research, meta optimization
- ✓ **E-Commerce Ready** – Product showcase or full e-shop setup
- ✓ **Lead Capture & Forms** – Multi-step forms with validation
- ✓ **WhatsApp, Facebook & Email Integration** – All communication channels connected
- ✓ **Customer Testimonials Section** – Build trust with social proof
- ✓ **Blog/Article Section** – Content marketing foundation included
- ✓ **Analytics Setup** – Google Analytics & Google Search Console configured
- ✓ **Mobile-First Design** – Optimized for mobile-first user experience
- ✓ **Fast Performance** – Optimized images, caching, and server response

- ✓ **SSL Security Certificate** – Encrypted, trusted connection
 - ✓ **Automated Notifications** – Email alerts when customers submit forms
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Technical Specifications

- **Technology:** Modern, scalable web platform (React/Next.js based)
 - **Hosting:** Professional-grade hosting included for 3 months
 - **Domain:** .co.za domain registration (±R99/year)
 - **Email Accounts:** 5 custom business email accounts included
 - **Maintenance:** Full technical support for 3 months post-launch
 - **Updates:** 2 free content updates per month during support period
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Timeline

- **Week 1:** Strategic discovery, brand positioning, content strategy session
 - **Week 2:** Design development, customer journey mapping
 - **Week 3:** Development, integrations, e-commerce setup (if applicable)
 - **Week 4:** Content population, testing, user acceptance testing
 - **Delivery:** 4 weeks from approval
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Investment & Payment

Total Investment: R10,000

Payment Terms:

- 40% deposit upon approval (R4,000)
- 30% at design approval (R3,000)
- 30% upon delivery (R3,000)

Included in R10,000:

- Professional website design and development (10 pages)
- Mobile-responsive, SEO-optimized design
- Advanced contact forms and lead capture
- E-commerce functionality (product showcase or basic shop)
- WhatsApp, Facebook, Email integrations
- Blog section setup (3 sample posts)

- Testimonials/reviews section
- Analytics and Google Business setup
- 3 months hosting and technical support
- 4 rounds of revisions
- Post-launch training on basic content updates

Not Included (add-ons available):

- Professional copywriting (from R1,500)
 - Product photography (from R2,000)
 - Advanced e-commerce features (separate quote)
 - Monthly content/blog management (R2,000/month)
 - Paid advertising setup (R1,500)
 - Social media management (R3,000/month)
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Why Choose eNani Digital Tools?

- ✓ **Strategic Approach** – We don't just build websites; we create sales machines
 - ✓ **AI-Enhanced Features** – Integrated chatbots and smart forms (future-ready)
 - ✓ **Certified AI Developer** – Professional development with modern best practices
 - ✓ **Local Market Expertise** – We understand Durban businesses and customer behavior
 - ✓ **Transparent Process** – Clear milestones, regular communication, WhatsApp updates
 - ✓ **Long-Term Support** – 3 months of support ensures smooth launch and transition
 - ✓ **Scalable Solution** – Easy to add features, update content, and grow later
 - ✓ **Competitive Pricing** – Premium quality at freelancer-level pricing (not agency overhead)
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Case Study: Sharo Bakery

We recently developed a professional website for a Durban bakery startup using this exact approach. The result: professional online presence, integrated WhatsApp ordering, mobile-optimized design, and a foundation for growth—delivered on time, on budget.

Next Steps

1. **Schedule Strategy Call** – Free 30-minute consultation to discuss your goals
2. **Proposal Agreement** – Confirm scope, timeline, and package fit
3. **Deposit & Contract** – Secure your spot with R4,000 deposit
4. **Kickoff Workshop** – We gather your content, discuss strategy, and begin design
5. **Launch Week** – Your professional website goes live!

Ready to transform your online presence?

Contact us for a free consultation and let's discuss how a professional website can grow your Durban business.

 **066 132 1810**
 **futurenowonline@gmail**
 **eNani Digital Tools**

Comparison Table: Which Package Is Right For You?

Feature	R5,000 Package	R10,000 Package
Number of Pages	5 pages	10 pages
Design	Professional template-based	Custom professional design
SEO Optimization	Basic	Advanced technical SEO
E-Commerce	Not included	Ready-to-sell (products/services)
Blog Section	Not included	Included (3 posts)
Contact Forms	Basic forms	Advanced lead capture
Social Integration	WhatsApp only	WhatsApp + Facebook + Email
Support Duration	1 month	3 months
Content Revisions	2 rounds	4 rounds
Post-Launch Training	Email support	1 training session
Hosting (included)	1 month	3 months
Best For	Startups, small local businesses	Growing businesses, online sales

Final Notes

Both packages are fixed-price proposals with clearly defined scope. This protects your investment and ensures you know exactly what you're getting.

Timeline varies by package:

- Startup Package: 3 weeks
- Professional Package: 4 weeks

Payment flexibility: Contact us to discuss payment plans if needed.

Quality guarantee: We don't launch until you're satisfied. Revisions are included.

Questions? Let's talk!

Book your free discovery call today.

☎ 066 132 1810 | 📱 078 838 5838 | ✉ futurenowonline@gmail.com