

PROJECT PROPOSAL



STABLX

PROPOSED
BY RANA J

DIGITAL CONNECTION

RANA JAYANT

DIGITAL INNOVATION

Digital Marketing has changed the way businesses connect with customers. Tech Giants like Facebook, Google, Microsoft have a lot of data about people that allow businesses to target the right audience. Having Tech + Data, has reduced the cost of advertising and improved the quality of ads specific for businesses. The Cool Fact is, "It is available for every small, medium to big sized companies" for advertising.

ATTRACT ENGAGE CONVERT

The real business starts from the Day 1 when you plan to develop a website, target only the people interested in your business, plan to make them visit your website and converting them into customers.

Search Engines like Google has made things easier for the customers to find the information online with simple Google Query like "Veg Restaurants in Hyderabad" but tougher for business owners to rank them higher on Google.



Search Engines algorithms look for authority of a website by by filtering the website with 209+ factors on a website. If you have a business website and if your website doesn't pass enough of them then your website is not going to rank higher on Google.

Paid Marketing is a good way to bring more customers but not a great way to do a long term marketing. A business should make a system where the websites gets thousands of traffic without being worried about the CPC or the budget it has allocated for the business. This issue is mainly solved by SEO which allows you to drive FREE Traffic on your websites.

THE PLAN

Date: 3rd/July./2021

ONLINE STORE (E-COMMERCE)

Service	Detail	Qty.	Type	
Web Design (E-Commerce)	<ul style="list-style-type: none">• Theme Customization• Security, antispam implementation• SSL• Basic Pages• 3 Months Management• Search Console & Analytics• 1p product catalog	1 website	One Time	45,000.00 INR
Hosting	<ul style="list-style-type: none">• Hosting Webiste• SSL• CDN	1 website	Rec/year	20,000.00 INR Free with Package
E-Commerce Features	<ul style="list-style-type: none">• Unlimited products• Unlimited users• Cloud Delivery Network• Marketing Ready• Data Ownership• No Monthly Charges• Able to add new modules• Advance Security	1 Brand		
Payment Plan	50% upfront 50% before Migration			
		Sum		50,000.00 INR
		Tax.		Opt. for now.
		Total		50,000.00 INR

Note:

1. This proposal expires in next 30 days from the date it was sent.
2. The time period mentioned in this proposal are working days excluding the public, internal holidays.
3. The prices of services may change based on the complexity of the functional & development, artistic changes.
4. In any case of difficulty with hosting, SEO OR conversion, the website Hosting can be changed.

THE PLAN

Date: 3rd/July./2021

ONLINE STORE (E-COMMERCE)

Service	Detail	Qty.	Type	
Web Design (E-Commerce)	<ul style="list-style-type: none">• Theme Customization• Security, antispam implementation• SSL• Basic Pages• 3 Months Management• Search Console & Analytics• 100 Products Catalog	1 website	One Time	60,000.00 INR
Hosting	<ul style="list-style-type: none">• Hosting Webiste• SSL• CDN	1 website	Rec/year	-20,000.00 INR Free with Package
E-Commerce Features	<ul style="list-style-type: none">• Unlimited products• Unlimited users• Cloud Delivery Network• Marketing Ready• Data Ownership• No Monthly Charges• Able to add new modules• Advance Security	1 Brand		
Payment Plan	50% upfront 50% before Migration			
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B2B WEBSITE

Service	Detail	Qty.	Type	
Web Design	<ul style="list-style-type: none">• Theme Customization• Security, antispam implementation• SSL• Basic Pages• 3 Months Management• Search Console & Analytics• 100 Products Catalog	1 website	One Time	25,000.00 INR
Hosting	<ul style="list-style-type: none">• Hosting Webiste• SSL• CDN	1 website	Rec/year	-20,000.00 INR Free with Package
		Sum		25,000.00 INR
		Tax.		Opt. for now.
		Total		25,000.00 INR

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HAVE A QUESTION?



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