

WEB DESIGN STATEMENT OF WORK (SOW)



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ORGANIZATION		
CONTRACTOR NAME	Tech Nation Ghana	
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LOCATION	Accra, Ghana	

PROJECT		
PROJECT NUMBER	TECHROI001	
BRAND	Providing innovative business solutions	
PRODUCT/SERVICE	Business development and consulting	
BEGIN DATE	END DATE	PROJECT DURATION
24/05/2021	25/06/2021	1 Month

SUMMARY *What Does the Project Work to Achieve?*

This project involves the design and development of a responsive web site for use by a consulting company. The website will be used as a marketing tool for the company to tell its story and also attract traffic to its business solutions. This project will follow the timeline outlined below and does not include ongoing maintenance of the site outside of what may be stated in the statement of work.

CLIENT OVERVIEW *What are the client's business objectives and activities?*

General Information

- At the core, it is a business services company.
- Believes in its African identity and strategically seeks to support innovative entrepreneurs and businesses through its end-to-end business solutions.
- Commitment to building long-term and sustainable relationships with its partners, entrepreneurs and/or businesses.
- Applying insight as the foundation to help entrepreneurs and businesses compete and thrive globally.

Vision

Contribute to accelerating the socio-economic development and sustained growth of businesses in emerging markets.

Mission

- Connect the world through innovative business solutions, consulting, trade facilitation, financial and investment management strategies and more.
- Build key strategic relationships, networks, and expertise in many industries, to ensure businesses have access to solutions to problems.
- Provide sufficient support to businesses by building sustainable partnerships at all stages of the business development life cycle.
- Use of digital technology as a critical component to providing innovative business solutions that is scalable across many industries.

Business Solution Pillars

1. Business consulting: providing value-added business and client solutions such as business formalization, business development, sales & marketing, idea generation accelerator, etc.
2. Trade & Investment: exploring opportunities for trade and investment facilitation including, market development and growth, financial management, export readiness, etc.
3. Technology: digital solutions to transform business and operations activities including, trade marketplace, digital modernisation strategy, digitalisation, etc.

Target

Connecting Africa to the world by leveraging its innovative and value-added solutions that will maximize potential growth of businesses and entrepreneurs.

SCOPE OF WORK *What Does the Project Entail?*

Client Problems

- Lack of website to provide information on business activities and market solutions to potential customers.
- Lack of website or platform for potential customers to book sessions/appointments to learn more about business solutions.

Client Objectives/Expectations

- Integrated website that projects a consolidated and consistent image of client.
- Connect with businesses and entrepreneurs through client's business solutions.
- Website to be used as a marketing tool to solicit customers.

Design Features

- Intuitive and responsive design: website adjusts automatically to different screen widths, and is also compatible with tablets and mobile devices.
- Minimalistic design to take advantage of white space (customers quickly find what they are looking for)
- Semi-flat design (focus on the details and effects)
- Attractive, landing (home) page with easy, intuitive navigation menus.
- Social networking integration (e.g. Facebook, Twitter, LinkedIn, etc.)
- Professional and innovative color scheme/palette
- Clean business type layout
- Unique and large typography
- SEO friendly (optimisation for meta-data, heading tags, etc. to take advantage of SEO algorithms)
- Informational footer on each page (footer menu, contact information, links, site context, etc.)
- Call to action or contact us section/buttons on critical pages (should lead to contact us page or book appointment)
- Optimisation for speed
- Use of SVG graphics whenever possible
- cross browser compatible

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Summary of Pages

- See Appendix 1

Websites for Inspiration

- Africa Business Venture - <https://www.africabv.com/>

- Ntansa - <https://www.ntansa.com/>

- Amena Africa - <https://amena-africa.com/>

- VC4A - <https://consulting.vc4a.com/>

client likes the layout and design of the Ntansa site

PROJECT EXECUTION What Are the Delivery Methods?

ACTIVITY	DESCRIPTION / LINKS
THEME DEVELOPMENT	Business, professional, technology and/or innovation type theme
OTHER DESIGN ELEMENTS	Incorporate some african elements if possible
HOST / DOMAIN SETUP	Provided by ROI
PAGE BUILDER	Elementor or Divi. Access to paid account will be provided.
PAGE LIST	See Appendix 1
CONTENT INCLUSION	ROI will add the client's content, including logo, business information, etc. The contractor is responsible for building the frame of the website and is authorized to use researched content and/or placeholders as draft where necessary.
PLATFORM	Wordpress CMS
BETA TESTING	N/A

KEY MILESTONES*

EST DELIVERY DATE (DD/MM/YYYY)	PROJECT MILESTONE TITLE
31/05/2021	First Draft
11/06/2021	Second Draft
16/06/2021	Final Draft
18/06/2021	Site Deployment
25/06/2021	Client Sign-Off - Final Site

*Client contracts allow for three (3) reviews at the design stage. The above dates are not fixed but should be used as guidelines.

PAYMENT TERMS

COMPLETION DATE	PAYMENT DUE	PHASE / WORK DESCRIPTION
24/05/2021	GHS1,250.00	Project Deposit (50%)
21/06/2021	GHS625.00	After Site Deployment (25%)
25/06/2021	GHS625.00	Final Payment (25%)
	GHS2,500.00	Total Payment

POINTS OF CONTACT

NAME / TITLE	BUSINESS SOLUTION PILLAR	CONTACT INFORMATION
Kofi Asiedu-Gyimah	Business & Financial Management	kagyimah@runoninsight.com
Samuel Boateng,	Trade & Market Development	sboateng@runoninsight.com
Selase Hotsoyame	Technology & Digital Transformation	selase@runoninsight.com

ASSUMPTIONS List All Made Assumptions

None.

CHANGE CONTROL PROCEDURE Describe the Process Used to Implement Changes to the SOW

During the course of this project, it is probable that amendments may be necessary to the SOW which can include changes to timelines, client preferences, payment terms, etc. These changes may or may not result in additional costs beyond the above payment terms. The following process will be employed in the event of such changes:

1. ROI communicates change to contractor. Communication will include an impact summary.
2. Contractor reviews impact summary.
3. Contractor communicates decision to ROI.
4. Decision Implementation.
5. Change closure.

AUTHORIZATION

CONTRACTOR SIGNATURE	
CONTRACTOR PRINTED NAME	
CONTRACTOR DATE	
ROI INC SIGNATURE	
ROI INC PRINTED NAME	
DATE	

APPENDIX 1

SUMMARY OF PAGES

Home page

About US/Company

- Our Story
- Mission & Vision
- Team
- Partner Organizations

Business Model

- Business Development Continuum
- Projects Framework

Business Solutions

- Business Consulting
 - Business Development
 - Sales & Marketing
 - Idea Generation & Accelerator
- Trade & Investment
 - Export Readiness Accelerator
 - Financial Management
 - Market Development & Growth
- Technology
 - Website Development
 - Web Applications
 - Trade Marketplace
 - Our Projects/Our Work

Insights (blog)

- News
- Business Insights
- Entrepreneur profiles
- FAQ

Online Resources

- General Intake Questionnaire
- Business assessments
 - Business Startup Assessment
 - Business Startup Assessment
 - Sales & Marketing Assessment

Contact

- Contact/Message Us
- Book a meeting