**PROPOSAL PREPARED BY INFINITIZON FOR GEOSCAPE LIMITED**

**Submitted on {Date}**

**Email:** [**info@infinitizon.com**](mailto:info@infinitizon.com)

**Who Are We?**

Infinitizon provides specialist marketing services designed to deliver communication that goes beyond traditional advertising, helping client activate their brands. We specialize in providing interactivity services and content distribution across multiple channels, delivering technological and creative expertise needed to negotiate advertising and sponsorship contracts between brands and media buyers, leveraging on our rich store of profiled databases, deep technical knowhow, and a state of the art technology platform to deliver measurable results for our clients. By taking advantage of our strategic relationship with various stakeholders in the Mobile marketing world, we provide digital marketing communications activities across all new media platforms and delivery channels.

Our services include web application development, infinitizon messaging, Web design/ development, Digital marketing and activation of the relationship between the consumer and the brand all using state of the earth technogies.

If you would like to discuss this further, please feel free to call anytime on +234 (0) 7065725667, +234 (0) 9095410404 or mail at infinitizon@gmail.com.

We thank you in anticipation of your positive response and a mutually beneficial partnership

Yours Sincerely

For: Infinitizon

**Omojola Labake**

**Head, Media and Sales**

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EXECUTIVE SUMMARY

Infinitizon is pleased to present Geoscape Limited with this proposal to the end of implementing a web application to meet their software needs.

We believe that the application development market is in its maturing stage and that we are uniquely positioned to help Geoscape Limited successfully tap into the possibilities that abound. We are therefore confident that our proposed services will to a large extent address the needs of Geoscape Limited. Our goal therefore is to provide the Geoscape Limited with an application that is both appealing and capturing the needs of the organization.

By availing itself of our services, Geoscape Limited will:

* Boost sales.
* Make products readily available to clients, both near and far.
* improve feedback from customers
* Improve competition.
* Have reduced a lot of paper work.
* Make work easier for her marketers.
* Have improved the brand profile

Our unique ability to design and implement compelling web applications and our successful track record makes us an invaluable partner in the web design industry. We therefore look forward to forming a mutual rewarding relationship with Geoscape Limited.

OVERVIEW

**General:**

The purpose of the project is to design a visually compelling and technically sound web applicaton to help improve purchase cycles on orders placed by clients at Geoscape Limited.

The major web technologies that will be used on the website will be PHP, MYSQL, JavaScript/JQuery, angularJs, HTML5, CSS, restful services, and different APIs.

The main goal of this proposal is to bring The Geoscape Limited up to speed into a world that is friendlier, approachable and technically balanced thereby reducing the paper processes currently being run.

SOLUTIONS, NEEDS AND BENEFITS FOR GEOSCAPE LIMITED

**The Geoscape Limited’** **Needs**

Infinitizon understands the needs of **Geoscape Limited** to be as such:

1. Be noted for the special/unique service it provides when compared with her competitors
2. Improve accessibility and timely response to clients needs.
3. Be easily accessible to the global community.
4. Have an application that can simplify its process interaction from receiving clients RFQ to receiving payment

**Assumptions**

The following assumptions were made when preparing this proposal:

* The institution has at least a computer operator who is convenient with using the internet.

**2.3 The opportunity**

Industry trends notably the need for technically sound web application to drive their market base and organizational strength have shaped our proposed strategy. Thus, Infinitizon will be instrumental in helping Geoscape Limited address its clients’ needs and stave off treat of competing organisations by means of its/their strength.

**IMPLEMENTATION PLAN**

**What must be known?**

A solid web application involves various technologies and techniques that are ever evolving, examples of which include HTML5, CSS, JavaScript, Flash, S.E.O, and some server side technologies like PHP and Java. Infinitizon has always done its best to update itself with the ever changing trends in the web design/development industry and is proud to say these technologies are readily at its finger tips.

Our software engineers use cutting edge technology to create optimized web based applications that are accessible, interactive, functional, and interoperable. The result is usually a fast and efficient, user-friendly web application. We provide world-standard web development services covering a vast technical area based around web technologies and trends.

**OUR FEES**

Our rates are extremely reasonable and we work with a very precise reporting system. Throughout the period of our partnership with Geoscape Limited and because of the various technologies we intend to implement, our fees have been broken down into the following parts

**Implementation and design phases**

|  |  |  |
| --- | --- | --- |
| Service type | Rate | Cost (=N=) |
| Basic web design, Layout, Graphics design(in case any is required), Back End Programming (inclusive of registration and course monitoring), Search Engine Optimization (SEO) | One off | 1,900,000 |
| Total |  | **1,900,000** |

Certain recurrent expense will also be necessary

|  |  |  |
| --- | --- | --- |
| Service type | Rate | Cost (=N=) |
| Daily (news, tweets and facebook) updates on the portal charged monthly | N250,000 / Month | 3,000,000 |
| Annual maintenance/Upgrades | Annually | 950,000 |
| Yearly Total |  | **3,950,000** |

INFINITIZON DESIGN QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

**Our Credentials**

Feel free to call for our CV/credentials whenever the need arises.

**Our Experience:**

We believe our experience, vision and personal interests lend themselves to accomplishing your creative and business goals.

Over the years, our team have deployed solutions which has been some of the most outstanding websites and web applications available today on the World Wide Web. We build solutions that lead their industry and remain at the top for a long time. Examples include producing a web application for iCELL/Sony Ericsson Raffle draw (June 2010) [www.ntalagoschannel10.net](http://www.ntalagoschannel10.net) (We did the upgrade and maintenance under Jidaw systems), [www.m10africa.com](http://www.m10africa.com), <www.cumminsnigeria.com>, etc.

We have also developed numerous, large scale web applications and intranet applications – we do the best in this industry and our work speaks for itself. Our unique approach, philosophy, and ethic of work have proven their efficiency throughout the number of projects, resulting in tremendous, long lasting successes.

**Our Clients:**

**Infinitizon Design**’s clients are proud to work with us. Please feel free to contact any of our past clients.

**Cutting Edge Technologies & Open Source Philosophy**

We do the best websites and web applications out there, and our fees are very reasonable.

For the past few years, we have been leading the web development industry with innovative concepts, cutting edge design, and state of the art web technologies. We specialize in creating advanced web applications combining robust functionality with object oriented programming practices including XHTML, PHP 5+, MySQL 5+, etc...

Our software engineers use cutting edge technology to create optimized internet based interfaces that are accessible, interactive, functional, and interoperable. The result is a fast and efficient, user-friendly website or web application. We provide world-standard web development services covering a vast technical area based around web technologies and trends.

**No outsourcing. Period!**

All our work is 100% created by our team - **nothing** is outsourced.

We are fully available during regular office hours via email, phones and in person. Once we get started, a project manager will be at your service and work with you all along the way. You can meet with the team at anytime at our offices.

Yes, outsourcing can save a lot of money. But **Infinitizon** is a team of talented individuals who are passionate about IT solutions – and love developing websites and web applications together as a team, providing sms services etc all with the aim of satisfying our customers. We are proud to say that in our years of doing business; we have grown a great team of dedicated staff members.

GEOSCAPE LIMITED RESPONSIBILITIES

For the solution we have prepared in this proposal, we have assumed that:

* **Geoscape Limited** will provide one main point of contact through which all feedback and communication will flow.
* **Geoscape Limited** team will be responsive and cooperative throughout the project.
* **Geoscape Limited** will provide the company’s branding material, including the logo (digital source files).

NEXT STEPS

We believe in our experience, vision, and as these lend themselves to accomplishing every of our creative and business goals.

To proceed with this project, **Geoscape Limited** is required to take the following steps:

1. Accept the proposal as it is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.

Once these steps have been completed, we will begin execution with a kick off meeting to introduce relevant personnel and begin preliminary project activities.

Thanks! We appreciate your business and I am looking forward to working with you.

Best regards,

Omojola Victoria

Business Development & Strategy

For: Infinitizon

infi@infinitizon.com

Tel: 2347062153031

Appendix

**Terms and Conditions**

1. Infinitizon assumes **Geoscape Limited** has permission from the rightful owner to use any images or design elements that may be provided by **Geoscape Limited** for inclusion in the website, and will hold harmless, protect, and defend Infinitizon from any claim or suit arising from the use of such elements.
2. Infinitizon has the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. Infinitizon also retains the right to place a text link on the bottom of every page.
3. This agreement becomes effective only when signed by agents of **Geoscape Limited** and Infinitizon. Regardless of the place of signing of this agreement, **Geoscape Limited** agrees that for purposes of venue, this contract was entered into in STATE and any dispute will be litigated or arbitrated in STATE.
4. The agreement contained in this contract constitutes the sole agreement between **Geoscape Limited** and Infinitizon regarding all items included in this agreement.