

Digital Visibility & Growth Foundation for N'Joy Hotel  
and Temptations Restaurant

# PROPOSAL

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# PROPOSAL

Digital Visibility & Growth Foundation for  
N'Joy Hotel & Temptations Restaurant

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## 1. Project Overview

N'Joy Hotel and Temptations Restaurant currently operate with minimal online visibility, relying primarily on walk-ins and phone reservations. In the Tema–Spintex corridor, most hospitality businesses with similar offerings either rely solely on social media or operate with outdated websites that do not convert interest into action.

This project is designed to establish a **professional, credible, and locally optimized digital presence** that improves visibility, supports reservations and inquiries, and positions both brands for future growth without disrupting current manual operations.

The primary objective for Phase 1 is **visibility, trust, and accessibility**, not operational complexity.

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## 2. Project Goals

- Establish a professional online presence for N'Joy Hotel and Temptations Restaurant
  - Improve discoverability for local searches such as “hotel near me” and “restaurant in Spintex”
  - Provide clear information, amenities, menus, and contact pathways
  - Support phone-based reservations with optional part payment links
  - Lay a scalable foundation for future digital expansion without forcing it prematurely
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## 3. Scope of Work, Phase 1

### Phase 1A, N'Joy Hotel Website

A professionally designed, mobile-first website focused on visibility, trust, and local conversion.

#### Deliverables

- 5–12 page website, hospitality-grade UX  
Pages may include Home, Rooms, Amenities, Events & Programs, Gallery, About, Contact

- Mobile-first responsive design
- Local SEO optimization for Tema–Spintex searches
- Click-to-call and WhatsApp Business integration
- Google Maps location embedding
- Image optimization for performance
- Basic contact and inquiry forms
- Admin training for basic content updates

## Purpose

- Allow customers to find the hotel online
- Clearly present rooms and amenities
- Build trust and legitimacy
- Make it easy to call, message, or visit

## Key Note

Online booking systems, Property Management Systems (PMS) and Online Travel Agency (OTA) integrations are intentionally excluded at this phase to align with current operations.

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## Phase 1B, Temptations Restaurant Digital Presence

### *Option A, Digital Menu Website*

A modern restaurant website designed to showcase the menu, brand, and future food court vision.

## Deliverables

- Mobile-optimized digital menu website
- Menu categorization and filtering
- Food image presentation and layout
- Social sharing functionality
- Structure designed to support future multi-vendor food court expansion
- Foundation for future delivery or ordering systems

This is not a PDF upload. It is a scalable restaurant website.

## Purpose

- Allow customers to view the menu before visiting
- Improve professionalism and customer confidence
- Easy sharing via WhatsApp and social media

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### *Option B, Digital Order Request System, Optional Upgrade*

A lightweight custom ordering system for customers who want to pre-select meals without full online payments.

#### **Functionality**

- Customers select items into a tray or cart
- Order submission with user consent
- Automatic order logging to Google Sheets
- Order summary sent to WhatsApp for staff handling
- Staff manually confirm orders and send payment links via Hubtel or accept in-person payment

#### **Key Advantage**

This improves service efficiency without introducing PMS complexity.

#### **Purpose**

- Reduce order errors
- Improve order clarity
- Maintain manual control over payments and fulfillment

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### **Phase 1C, Social Media & Google Presence**

This is non-negotiable if visibility is the goal.

#### **Deliverables**

- Instagram and Facebook setup for both brands
- Google Business Profile setup and optimization
- Location verification and map visibility
- Profile branding, bios, highlights for both brands
- Photo uploads using client-provided assets
- Content strategy development
- 8–12 starter posts across hotel and restaurant
- Initial hashtag research
- First month active management and engagement
- Review collection strategy setup

This phase directly supports local search visibility and complements the websites.

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## 4. Hosting, Domain & Infrastructure

- Domain name registration, .com
- Secure hosting setup
- SSL certificate installation
- Basic performance and security configuration

Hosting and domain costs are billed annually or monthly depending on the selected plan.

Typical hosting range:

- GHS 800 – 1,500 per year  
or
- GHS 100 – 150 per month

Note: Hosting and domain cost are client responsibilities

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## 5. Maintenance & Support

Ongoing maintenance is optional and billed separately.

### Includes

- Security updates
- CMS or plugin updates
- Minor text or image changes
- Bug fixes related to delivered scope
- Uptime monitoring

### Does Not Include

- New features
- New pages
- Redesigns
- Content creation
- Marketing campaigns

### Maintenance Options

20% of project price billed annually or spread monthly

The first 30 days after launch include free bug fixes related to the delivered scope.

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## 6. Photography Requirements

To avoid delays and ensure quality:

- Client to provide at least 15 high-quality images covering rooms, amenities, food, and premises
- Stock images will be used sparingly for design elements only

Professional photography can be quoted separately if required.

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## 7. Project Timeline

Estimated delivery timeline, 4–8 weeks from contract signing, assuming timely content delivery.

- Design and structure, 2-3 week
  - Content gathering and setup, 1 to 2 weeks
  - Review and revisions, 2 week
  - Launch, 1 week
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## 8. Pricing Summary

Phase 1A, N'Joy Hotel Website

**GHS 18,000**

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Phase 1B, Temptations Restaurant

**Option A, Digital Menu Website**

GHS 10,000

**Option B, Digital Order Request System**

GHS 9,000

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Phase 1C, Social Media + Google Optimization

GHS 4,500

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## Package Options

### **Option 1, Digital Menu Only, Recommended**

**Total, GHS 32,500**

### **Option 2, Full Digital Order System**

**Total, GHS 41,500**

*Comment:* This package provides immediate visibility across all digital channels while keeping operations simple and manageable.

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## 9. Payment Plan Options

**Assuming Phase 1A (N'Joy Hotel Website) + Phase 1B Option A (Temptations Digital Menu) + Phase 1C (Social Media & Google Presence Setup)**

**Base Project Cost, GHS 32,500**

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### Option 1, Standard Project Payment (Best Value)

**Total Investment: GHS 32,500**

#### **Payment Structure:**

- 40% upon contract signing, **GHS 13,000**
- 40% upon design approval, **GHS 13,000**
- 20% upon final launch, **GHS 6,500**

#### **Includes:**

- All Phase 1 deliverables
- Full social media setup and **first month of active social media management** for both brands
- Google Business Profile setup and optimization
- 3 months priority email support
- Free domain name and SSL certificate, first year

**Best for:** Clients seeking fastest delivery and lowest total cost.

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## Option 2, 6-Month Structured Payment Plan

**Total Investment: GHS 36,000**

**Flexibility Premium: 10.8%**

### Payment Structure:

- Upfront payment, Month 0, **GHS 15,000**
- Months 1 to 5, **GHS 4,200 per month**
- **Total: GHS 36,000**

**Includes everything in Option 1, plus:**

Extended Website Maintenance and Support, 6 months

- Security monitoring and priority bug fixes
- Minor content updates, up to 2 hours per month

Social Media Support, 6 months

This is **support level service**, not full management:

- Post scheduling assistance
- Caption review and optimization
- Performance insights and recommendations
- Publishing of client provided content
- No daily engagement management or content creation

**Best for:** Clients who want manageable payments with continued technical stability.

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## Option 3, 12-Month Structured Payment Plan (Maximum Flexibility)

**Total Investment: GHS 39,500**

**Flexibility Premium: 21.6%**

### Payment Structure:

- Upfront payment, Month 0, **GHS 12,000**
- Months 1 to 11, **GHS 2,500 per month**
- **Total: GHS 39,500**

**Includes everything in Option 2, plus:**

## Website Maintenance and Support, 12 months

- CMS and plugin updates
- Bug fixes and security patches

## Extended Social Media Support, 12 months

Support level only:

- Post scheduling assistance
- Caption refinement
- Performance tracking and quarterly insights
- Publishing of client provided content
- No active engagement or content production

## Priority Communication

- Priority phone and WhatsApp support during business hours

**Best for:** Long-term partnership with predictable monthly investment.

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## Important Clarification on Social Media Services

Full social media management, including content creation, daily engagement, and active audience growth, is **not included beyond the first month** in any payment plan.

Ongoing social media management is available as a **separate monthly retainer**, priced per brand.

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## 10. Client Responsibilities

- Provide content (logo, images, menu details, room information, and pricing, etc) and within 5 business days of contract signing
- Assign a single point of contact for approvals
- Provide timely feedback to maintain timeline

Delays in content provision may affect timelines.

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## 11. Revisions

- One round of major revisions
  - Two rounds of minor revisions
  - Additional revisions billed separately
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## 12. Ownership and Access

- Upon full payment, the client owns the website content and domain
  - Admin access will be provided
  - The developer retains the right to showcase the project in a portfolio
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## 13. Assumptions and Exclusions

- The website is a visibility and engagement tool
- No guarantees are made regarding bookings or revenue
- Third party service fees are not included
- Future features will require separate agreements

### Exclusions

- Online PMS systems
- OTA integrations
- Paid advertising budgets
- Professional photography
- Copywriting beyond basic content formatting

These can be added later if required.

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## 14. Phase 2 Options, When Ready

Listed for planning purposes only.

- Online booking with deposit payments
- Loyalty or Gold Card digital system

- PMS and OTA integrations, Booking.com, Airbnb
- Food delivery integrations

Recommendation is to stabilize Phase 1 operations before expanding.

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## 15. Strategic Next Steps After Launch

- Actively request Google reviews from satisfied guests
  - Use WhatsApp Business for structured reservation handling
  - Use payment links for deposits
  - Implement a simple internal booking SOP
  - Review basic website analytics monthly
  - Introduce advanced booking features only when operationally ready
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## 16. Sample Design Themes/Inspirations

### Hotel

- <https://duruthemes.com/demo/html/cappa/demo1-light/index.html>
- <https://www.logicaldemo.com/grand-hotel/>

### Restaurant

- [https://preview.themeforest.net/item/beef-restaurant-react-nextjs-template/full\\_screen\\_preview/58512774](https://preview.themeforest.net/item/beef-restaurant-react-nextjs-template/full_screen_preview/58512774)
- [https://preview.themeforest.net/item/restan-food-restaurant-nextjs-template/full\\_screen\\_preview/59286405](https://preview.themeforest.net/item/restan-food-restaurant-nextjs-template/full_screen_preview/59286405)

## 17. Proposal Validity

This proposal is valid for **10 days** from the date of issue. Pricing, scope, and timelines are subject to revision after this period.