

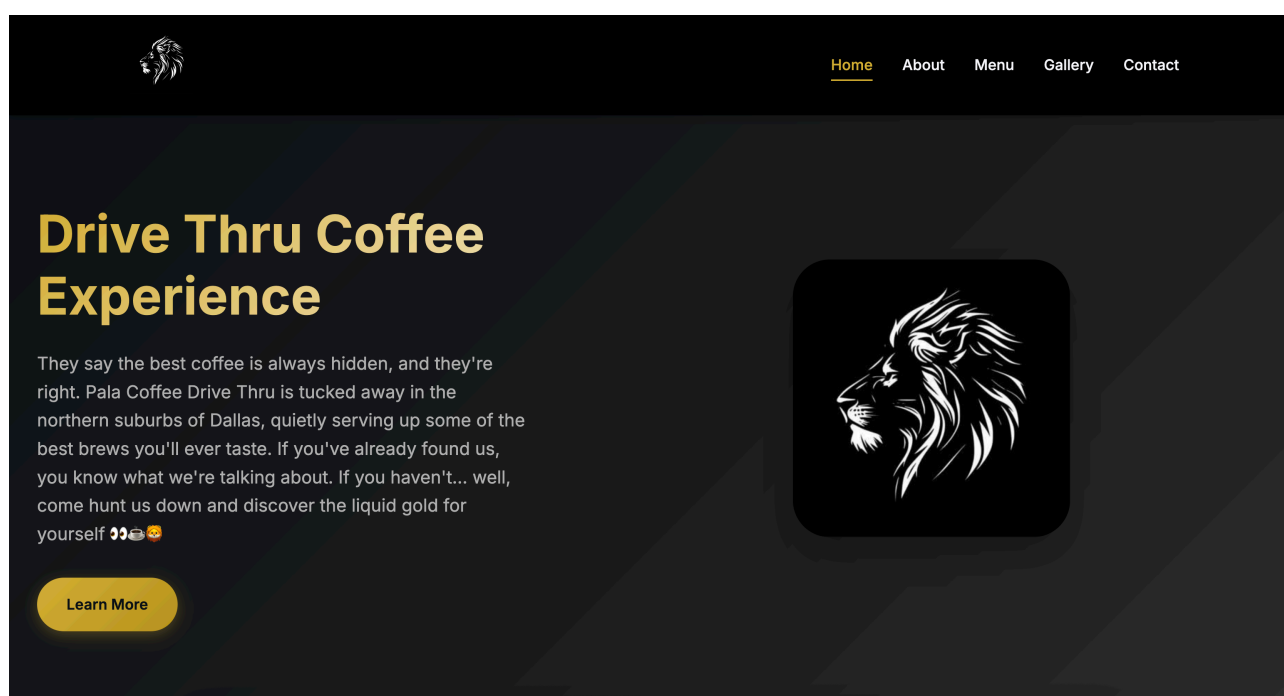
Business Proposition for Pala Coffee Website

Dear Pala Coffee,

I'd love to help your business grow its online presence and make it easier for customers to discover, engage with, and connect to your café. Below is my proposal to create and manage a professional website tailored to Pala Coffee.

I'm offering to create an online presence for Pala Coffee, starting with a no obligation demo site that I'll create for no upfront cost so you can see just how professional it looks. Try it on your phone, tablet or computer to see how it looks.

<https://lachlanwp.github.io/pala-coffee-web/>



One-Time Establishment Fee – \$200

I will design and build a fully branded website for Pala Coffee with up to **6 custom pages**:

- **Home** – highlight your unique story and customer experience.
- **Menu** – showcase your drinks, food, and specials.
- **About Us** – introduce Pala Coffee's mission, team, and values.
- **Photo Gallery** – professional presentation of your café and products.
- **Contact Us** – map, opening hours, phone/email, contact form.
- **YouTube Videos** – embedded content to engage visitors.

The site will include a professional footer with your **ABN, contact details, and social media links**.

Ongoing Management – \$30 / month

This monthly fee ensures your website remains **fast, secure, reliable, and up to date**. It includes:

1. **World-class hosting** (99.9% uptime SLA).
2. **Your own custom domain** (see options below).
3. **SSL certificate (A-grade security)** – required for modern browsers and customer trust.
4. **Global Content Delivery Network (CDN)** – fast loading speeds worldwide.
5. **Up to 10 monthly edits included** – send updates (e.g. menu changes) via email, and updates will go live within **24 hours**.
6. **Priority tech support** – quick resolutions for any issues.
7. **Fully mobile-optimised design** – looks great on phone, tablet, or desktop.
8. **Social media metadata integration** – ensures professional previews when shared online.
9. **Google Analytics integration** – see how many people are visiting and from where.
10. **Google Search Console registration** – helps your café appear in Google Search results.

Domain Options (all currently available)

I've done some research to check for potential domains you'd want to use. Here's a list of available domains I could register for you. To cost to register the domain is included.

- pala.coffee
- pala.cafe
- palacafe.com
- palacoffee.com
- palacoffee.shop

Choosing a **short, memorable, and relevant domain** is a great way to boost brand recognition. For example, *pala.coffee* is modern, professional, and easy for customers to remember.

Optional Add-On

Custom Email Address – \$50 (one-time setup)

Make your brand even more professional with your own domain email:

- pinar@pala.coffee
- hello@palacafe.com
- info@palacoffee.com

Configured with **Google Workspace**, so you'll enjoy Gmail's familiar interface but with your own branded address. (Ongoing cost is paid directly to Google – see pricing here - <https://workspace.google.com/pricing>).

Key Benefits for Pala Coffee

- **Professional Image** – a polished website and email address establish credibility.
- **Online Visibility** – appear in Google searches and attract new customers.
- **Customer Convenience** – customers can easily find your menu, contact details, and opening hours.
- **Faster Updates** – your website will reflect your latest offerings and promotions within 24 hours.
- **Future-proof** – secure, mobile-friendly, and integrated with Google tools.

Summary

- **\$200** one-time setup – professional website with custom branding and up to 6 pages. More pages available at additional cost if required.
- **\$30/month** ongoing – hosting, updates, support, security, and analytics.
- **Optional \$50 setup** – branded email address (e.g. pinar@pala.coffee).

About Lachlan

I am a web designer and app developer with over a decade of experience building professional websites. I also hold a relevant bachelor's degree. Here are some websites and mobile apps I manage:

- Quivers Music – Melbourne indie pop band: <https://www.quiversmusic.com>
- Rendezvous – Social networking platform: <https://www.rvous.app>
- My Portfolio – Personal portfolio website: <https://www.lachlanpearce.com>

With this investment, Pala Coffee will gain a professional, secure, and engaging online presence that makes your café easier to find, trust, and connect with.

I'd love to bring Pala Coffee online and help showcase your café to more customers.

Warm regards,
Lachlan.

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