

# Shopify E-commerce Development Proposal

From  
Douglas Mogoba Nyamwaro  
337-40500  
Nairobi, Kenya.

To: Myzar.

## Introduction.

Thank you for the opportunity to submit a proposal for the development of your Shopify eCommerce website. Working together, I believe we can create a site that is simple to navigate and has a professional yet welcoming design.

Based on the sample that I received, I have identified and listed below the Needs and Solutions that we will want to address in this project.

## Needs

- You need a website to reach out to the community and also to serve and support your current customer
- Because most of the traffic nowadays comes from smartphones, the website needs to scale well to the size of the device it is being viewed on. This is called a “Responsive website”.
- Furthermore, you need a website that can be maintained by one of your employees, without the need to regularly employ me to make changes. The employee needs to be able to add and revise both text and photos and additional pages if necessary.

## Solutions

I will provide you with a fresh new website that is easy to navigate and provide useful information to current customers. The website will also convey to potential customers that you are a professional, reliable company.

The website will integrate the logo and color palette that is similar to the sample of the website I received.

The website will be a robust Content Management System (CMS), that will allow you to make changes easily to the website, without requiring a dedicated workstation or additional software.

## Billing Proposal

Web Project: Shopify E-commerce development,

Website development (59 hours x \$12/hr rate) .....\$700

Downpayment for the project .....\$250

## Website Organization

The website will have seven main landing pages

1. Home page
2. About
3. Blog
4. Contact
- 5.Product
- 6.Cart
7. Shipping
- 8.Login/signup

The seven pages will be hardwired into the website and the links to them will appear in the horizontal bar at the top of the page(below the logo and other header content) except Shipping and Cart.

## Workflow

I will be working in conjunction with you, any updates, or concerns I will communicate in a timely manner.

## Launch

When I will be done with the development, we will launch the site!