

PROJECT PROPOSAL

Custom Client Management System

FOR

SARBS Communications Ltd

Submitted By,

Natore-IT

Date: Tuesday, July 21, 2020

Overview

Would like to thank you for your interest in our services. We welcome the opportunity to work with SARBS Communications Ltd and are pleased to submit this proposal for your website development requirements. Our team members have a successful track record of working with clients on similar projects and we pride ourselves on delivering the best results to all our clients.

In this proposal, we have provided a comprehensive project plan and the associated delivery timelines. We will look forward to your feedback and any questions.

PLANING

Our team will ensure to combine the technical process and creative process together to develop a great website for your business which will be visually appealing and professional giving significant results while meeting all your expectations.

One of the most important aspects during the whole process will be to manage the timeline schedule and to ensure that the agreed timelines are followed in every phase of the project. Details of key activities and deliverables of every phase will be shared with Your Company to ensure it matches the requirements. Based on approval, the next phase of the project will begin.

The project will have below phases:

- Initial Mockup Designing (Proposal Stage)
- Front-end designing (After Quotation Approved)
- Functionality Development
- Bugs and Error Correction
- Real-time testing – Client Side
- Handover

Design

- Initial Mockup Design will be provided in JPEG format or as snapshots.
- Based on the initial design approval, we will work on the actual design of the website. The actual design will be implemented on HTML, css3 with the bootstrap framework as a Frontend design.
- We will create the frontend design for all the required pages and it will be presented to Your Company. Any modifications requirements shall be worked upon.

Programming and Technologies

- The whole website will be based on PHP as the core language (Laravel).
- The backend database will be in MySQL.
- The Frontend pages will be developed in html5, CSS, JavaScript, Ajax and jQuery.

Development

- The website will be developed Based on the project planning.
- Web Site will be programmed using PHP language with custom coded.
- The functionalities and web pages are scalable and can be extended when they needed.
- The website will be developed by consideration of SEO Compatibility and W3C standards.
- Website's Coding will be, well documented and well-structured, easy to understand for future modifications or changes.
- Frontend sliders will be loaded with JavaScript

Core Project Functionalities:

A. Admin Panel Features:

Dashboard:

User-friendly Administrator dashboard with Features and Characteristics for better Site Management

Client Management

- Client Add/ edit/delete/suspend
- API integration for monitoring essential live information of all the devices.
- Client accounts will be calculated according to their products/services.
- Client's local information will be merged with the online real-time device's data and will be displayed to the admin, support tem (or other custom roles with proper permission), and clients.
- Client's other information, uses history; current status, etc will be added.
- SMS, email, and necessary api/gateway will be integrated.

- Real-time sms, email and online platform notification will be delivered according to the project's requirement.

Pages

- All Pages
 - Add page
 - Delete page
 - Edit page, update page

Administrator Users

- Admin User
- User Role with necessary permissions

Customer Users

- Customer Name, Email, Phone number and address etc.

Home Slider

- Slider image upload, delete, edit

Menu Setting

- Setup menu

Apps Setting

- Mobile first responsive modern design.
- Logo change
- Phone number change
- Website Setting
- Website Name
- Subtitle (Optional)
- Meta keyword (, / keyword)
- Meta Description
- Google Verified Content (xxxxxx)
- Facebook Link (if needed)
- Twitter Link
- LinkedIn Link
- Instagram Link
- YouTube Link
- Website favicon
- Email Footer

B. Client Panel Features:

Registration/ Login/ password reset

- Company Name
- Email
- Phone verification
- important document
- logo
- etc

Product/Service/Devices

- Client's dashboard will be up to-date with the real-time data from their own products/devices through the back-end-api connected to the server of the device manufacturer.
- Products sold/rental transaction uses history.
- Edit, delete, update

SMS Email & Payment getaway:

Online auto payment getaway

- SSLCOMMERZ 10000-15500 one-time charge, per transection 2%-3%
- Walletmix 6000-8000 one-time charge, per transection 2%-3%
- aamarPay 3000-10000 one-time charge, per transection 2%-3%

Manual payment getaway

- bKash
- Rocket
- Cash in Hand

SEO Friendly:

Add Meta, ALT Tags, Meta Description and Title details to update SEO from Admin. Manage your Keywords, Social Network Reach, etc.

More details:

Review & Feedback:

Customers can share their Shopping Experience through Ratings & Reviews.

Help & Support:

Easy access to Customer Support details for User queries, Terms, FAQ and more.

SEO Compatibility

(How we will make your website SEO Compatible?)

Our SEO friendly efforts for your website will be based on information architecture and site.

- While developing the website, we will use a structured approach to represent your business and the services you provide in the best possible way which will allow the search engine to easily crawl and easily understand the content.
- For better crawling and accessibility, we will focus on the indexation and link structure. We will use a sensible naming convention with the keywords for the URLs to make them more SEO friendly. ☑ Effective navigation is one of the most important parts of website usability. Your website will be well-structured and easy to navigate for the users to access the relevant information with good search features, good internal linking, informative headers and footers. ☑ Mobile-friendly design for your website. We will give equal consideration to the mobile layout of your website as most of your prospective customers will use mobiles to search for and browse your website. From the SEO perspective, mobile friendliness is a confirmed ranking factor for mobile search. We will work to optimize the experience of mobile users for more traffic and engagement.
- Another important consideration will be the page speed. A customer could be impatient or might not always have a great data connection. We will optimize the website for mobile-friendliness, mobile speed and desktop speed.
- For usability, various factors will be combined together – page layout, visual hierarchy, home page, site navigation, site search, great design. We will consider HTML title tags, Meta description tags and Heading tags for better usability.

- We will work on image optimization. Unique/relevant images, with a high-quality format, reduced sizes and a concise caption.

Security

- All data stored in the database will be fully encrypted.
- Basic Database Schema will be encrypted as per MD5 Meta Encryption method.
- By developing the website through PHP (Laravel), the website will have high-level security.
- We follow OWASP (Open Web Application Security Project) principles.
- Before we deliver the project and while inside the maintenance period the whole website will be monitored, and files & coding will be scanned regularly.
- We build 13-layered anti-injection codes for high-end security.

Testing

Testing is a critical part of our quality control process that allows us to make sure your website works correctly for every user, no matter where they are or what device they use to access your website.

➤ **Application in-house testing**

- The website will be fully tested on our end, for bugs and usability issues.
- We will ensure the website works in multiple browsers, different sized monitors and cross-platform devices.
- Testing will include a database, backend bugs, front-end bugs, responsive design bugs, and user accessibility bugs.
- The testing will be done with our testing team using W3 standards and in-house checklist.
- AB testing will be done by our testing team to ensure the navigations and page continuities work properly.

➤ **Website testing by Client**

- Website will be presented to Your Company to test the web pages, navigations and front end.
- The temporary website for testing will be available on client testing URL with password protected access.
- We will test with the client to fix any UI/UX issues and improvements of the website.

Implementation

- The website migration from testing server to live server will be done by our team

- The website live implementation will be done after all the tests are done
- After the implementation, we will do the website optimization

Website Maintenance Support

- Initial Maintenance duration of **3 months** is included with the Website Development package. Required additional years can be purchased with NFINITY8.
- Maintenance will include solving any future errors on the website, optimization issues, slow loading issues due to any website's files or coding other than web hosting issues.
- Any update or maintenance will be informed a day before implementation in case the task has any Downtime.
- Website support/maintenance responsible for any bugs or issues only. New features or ideas implementation or modifications/changes will not consider as support.
- NFINITY8 will be having the full administrator rights, while we are IN contract for maintaining your website, to avoid any technical issues, we will provide Editor Access or Content Admin Rights only to the user.

Timeline

We are experienced in managing multi-faceted tasks and deadlines that involve a myriad of internal and external resources, tools, platforms and other variables. We always let our clients know that dates in the schedule move and change based on project flow, however, key milestones and deadlines will never change unless we have agreed with Your Company that they can be flexible.

Process	Days
Front-End Designing	8
Development of the Website and api integration	15
In-House Testing and Optimization	4
Review and Fixing	4
Deployment	2
Total	33

PROJECT	PRICE
Web Design & Development	BDT 1,20,000/-
TOTAL=	BDT 1,20,000/-

Note:

- If any new option adds, charge applicable.
- It is possible to add different types of options here.

Commercial Section:

Payment Terms:

Our Payment Terms will be 50% in advance plus 20% of payment after completing 50% of work and rest 30% of payment to be made after completion of work.

Handover

- The project will be delivered on time to the client with a proper delivery record and clear documentation.
- The website will be deployed in the client's hosting and we will deliver as Document (USB or DVD) as well.
- The Original Source Code will be delivered to the client once the project is fully completed and once the complete payment is done.

Bank Details

Payee Name: Natore IT.

Account Number: 1171100038047

Bank Name: Dutch Bangla Bank Ltd

Branch: Uttara Branch

Mobile Banking Details

Rocket Personal: 017386119385

bKash Personal: 01738611938

Conclusion:

Is highly excited about the opportunity to work with the **SARBS Communications Ltd** for website design and development. At, we are all about the experience. Our expert team members have a proven track record of providing organizations with high-quality solutions that are effective and easy to manage.

Is the right choice if you are looking for a company and a team that can ensure quality and services that meet end-user needs. After years of helping customers, we have been able to overcome many obstacles while developing an incredible expertise. Our experience provides us a solid understanding of your business environment and needs. By hiring to develop your market place, you ensure yourself that you are working with a team dedicated to deliver this project on time, on budget while maintaining the highest quality.

We are looking forward to working with **SARBS Communications Ltd** and welcome any questions in regards to this proposal.

Thank You!!!