**Shade Designs**

**Web Site Proposal Prepared For:**

**Black Coupe Collectibles**

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## Proprietary Statement

This document contains confidential information and is the property of Shade Designs. This estimate was prepared for Black Coupe Collectibles and is for the sole purpose of evaluating the proposed business plan. This estimate was supplied to you under confidence by Shade Designs and is received by you and your company under the assumption that it will not be reproduced in any way. It will be used only for the evaluation purposes stated above and will be returned to Shade Designs upon request. This document is not legally binding and therefore cannot be used to corroborate the above statement. If this estimate should result in a signed agreement, you may retain it for reference and use in the process leading up to completion of the proposed agreement.

This estimate and everything contained within these pages shall remain valid for 30 days once received by Black Coupe Collectibles.

## Shade Designs Overview

The creative team at Shade Designs is an accomplished group of Internet, print and content management professionals. With over twenty years of combined experience, Shade Designs has developed professional Internet and print solutions for businesses of all sizes. We provide services for projects ranging from small information web sites with limited budgets to managing complete Internet presences, consisting of e-commerce and multimedia elements.

We integrate a custom design approach for Internet and print-media projects, incorporating our expertise in both areas. Our design team will use its professional experience to help you make good decisions when developing an online presence or printed piece.

**Shade Designs** maintains:

* Client interactivity through the entire design process
* Complete cross-platform integrity for web sites
* Quick download time for graphics
* Clear and easy to use navigation
* Creative "eye catching" design both on-line and off-line
* On-line material and off-line print material integration
* Fully secure web sites and database access

Shade Designs has been creating successful business plans since 2021. We are located in Waukesha, Wisconsin and can be reached toll-free at 1.719.238.3470 or on the Internet at madnessoutofcontext@gmail.com.

**Executive Summary**

Currently, Black Coupe Collectibles has a web site, but it does not meet the company’s goals and objectives. The site is set up in frames, which make search engine *spidering* difficult, if at all possible. (Spidering is the process search engines use to view a web site before ranking them for searches.) The web site does not have a consistent look and feel and the navigation is confusing.

Black Coupe Collectibles is looking to build a new web site that will advertise its products and services and act as a vehicle to communicate with current and prospective clients. The web site will reflect Your Company’s professional image and dedication to quality service. As a vehicle for communication, the web site will contain contact forms and email links throughout. In order to accommodate all end-users, pages will be fast-loading, graphics will be optimized and navigation will be clear and easy-to-use.

The Black Coupe Collectibles web site goals and objectives:

* Advertise Black Coupe Collectibles’s products and services
* Increase sales of Black Coupe Collectibles’s products and services
* Provide information about Black Coupe Collectibles
* Act as a vehicle for communication with customers and prospective customers
* Increase visits to the web site
* Allow businesses to request a quote for Black Coupe Collectibles’s products and services
* Provide directions and maps to the Black Coupe Collectibles location
* Provide a means for acquiring new customers

The Black Coupe Collectibles web site should be:

* Easy to navigate/use
* Practical and functional
* Visually eye-catching and intriguing
* Cutting edge
* Quick to download
* Easy to update and scalable

**Proposed Solution**

The goal of Shade Designs is to create a web site that meets the goals and objectives of Black Coupe Collectibles. The web site will be designed using eye-catching graphics while making sure that it is scalable for future updates and additions. Portions of the site will be designed using *Adobe Dreamweaver* to allow Black Coupe Collectibles employees to make future updates themselves.

It has also been noted that Jane Doe would like to be involved in the look and feel of the site. Shade Designs will work with Jane in this regard, but it is understood between both parties that any graphics supplied by Black Coupe Collectibles may have to be tweaked and/or optimized for use on the Internet.

The timeline for the web site will rely on acquisition of content and graphics from Black Coupe Collectibles.

The proposed web site solution will incorporate the following:

* General contact information including email address, phone number and mailing address will be included on all pages throughout the site
* The web site will be designed for optimal use on a 56K modem   
  and 19” monitor
* Each page will be designed with minimal or no scrolling necessary
* Each page will house an undetermined amount of content
* Each web page will contain no more than 20 “large” images/graphics
* No limit will be set on the amount of internal or external links on each page

**Graphical user interface, application, Word

Description automatically generated**

* **Denotes Links**
* **Denotes Content**

**Home Page – Can consist of up to 1 page**

* General description of Black Coupe Collectibles
* Describes briefly the *Who*, *What*, *Where*, *How* and *Why* of Black Coupe Collectibles
* General contact information
* **About Black Coupe Collectibles – Can consist of up to 5 pages**
* More in-depth description of Black Coupe Collectibles
* List hours of operation
* A brief history of Black Coupe Collectibles
* Disclaimer; Information specific to delivery and returns of merchandise
* General contact information
* Link to Interactive Map of Black Coupe Collectibles Location
* Black Coupe Collectibles location information listed
* Interactive form allows users to type their address into the system and receive a map and driving directions to Black Coupe Collectibles
* General contact information
* Home Page
* About Black Coupe Collectibles
* Sell
* Contact Us
* Appraisals
* Events
* **Sell – Can consist of up to 2 pages**
* Online form takes requests for information from users
* List of contact phone numbers and/or email addresses
* General contact information
* Home Page
* About Black Coupe Collectibles
* Get a Quote
* Contact Us
* Black Coupe Collectibles Product Catalog
* Site Map
* **Contact Us – Can consist of up to 3 pages**
* Online form takes questions and concerns from users
* General contact information
* Link to employee directory
* List of employees, phone numbers and email addresses by department
* General contact information
* Home Page
* About Black Coupe Collectibles
* Contact Us
* Black Coupe Collectibles Product Catalog
* Site Map
* **Site Map – Can consist of up to 1 page**
* Table of Contents of the entire web site for easy reference to pages for users
* General contact information
* Home Page
* About Black Coupe Collectibles
* Get a Quote
* Contact Us
* What’s New
* Black Coupe Collectibles Product Catalog
* Site Map

**Pricing/Investment**

The *estimated* investment required by Black Coupe Collectibles to implement the proposed web site design described above, not including additional marketing strategies, web site hosting or support is $3,800.00. This price includes a 3 month maintenance grace period in which Shade Designs will provide 2 hours per month of free maintenance work to the Black Coupe Collectibles web site. Free maintenance may include content changes, hyperlink updates and simple graphic manipulation. More complex updates, or updates exceeding the 2 hours per month time limit will be billed at the rate of $75.00 per hour.

**Note:** Shade Designs is not responsible for anything that is a direct result of changes made to the web site by Black Coupe Collectibles, once the initial design is complete. Should Shade Designs be called upon to troubleshoot or fix a problem that has occurred, time will be billed at the rate of $75.00 per hour.

**Web Site Hosting**

Web site hosting is not included in the above cost. Shade Designs can provide Black Coupe Collectibles with web site hosting upon request. Hosting rates begin as low as $12.99 per month *($9.99 one-time set-up fee applies)*. Hosting will require a month-to-month contract, which can be terminated at any time. Contact Joe Blow, Manager of Client Services for more information on hosting packages.

**Next Step**

Upon signed acceptance of this agreement and a 50% down payment, a design meeting will be scheduled with Black Coupe Collectibles. This meeting will be used to outline specific responsibilities of both parties with regard to building the site. Colors, graphics and specific page layout issues will be addressed.

At present, Black Coupe Collectibles can begin to think about what content should be included on the site (whether any should be taken from the current site and what other content should be added to the new site) as well as photographs and other graphics. A list of keywords/keyphrases and a company description will also be needed for integration into the source code and for submission to search engines.

Once Shade Designs has received 100% of the content and required graphics from Black Coupe Collectibles, we will proceed with construction. Black Coupe Collectibles will be given online access to the beta version of the site to follow along with its progress and to communicate with members of the Shade Designs production staff.

**Additional A-La-Carte Features** *(Can be added at any time)*

Online Catalog Section

*Cost: $3,375.00*

Career Opportunities Section

*Cost: $450.00*

Preferred Customers Section

*Cost: To Be Determined*

Maintenance Plan

*Cost: $75.00 per hour or 15 hours per month for $900.00.*

Inventory Management System

*Cost: To Be Determined – Initial Planning Meeting $2,000.00*

**Marketing Opportunities**

Upon completion,Shade Designs will submit the Black Coupe Collectibles web site to the top 30 search engines on the Internet, for no additional cost. Keywords and keyphrases will be integrated into the web site source code. A simple counter will be added to the site to track the number of visitors entering the site.

Shade Designs will be glad to discuss further marketing of the Black Coupe Collectibles web site on the Internet and in print. Further marketing may include:

* Brochures/Flyers
* More complete tracking of web site viewers using enhanced tracking software and detailed counters
* Implementation of mass email
* Interactive promos for the Internet or CD-ROM

**Summary**

Shade Designs is pleased to have the opportunity to present Black Coupe Collectibles with this proposal. We will strive to achieve your confidence and ultimately, a business partnership. We are confident that our staff and resource partners - consisting of HTML programmers, graphic designers, network designers and database managers - will create a visually pleasing, easy to navigate web site.

We look forward to a favorable review of our business proposal. Please feel free to contact us with any questions you may have.

Sincerely,

Joe Blow

Manager of Client Services

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