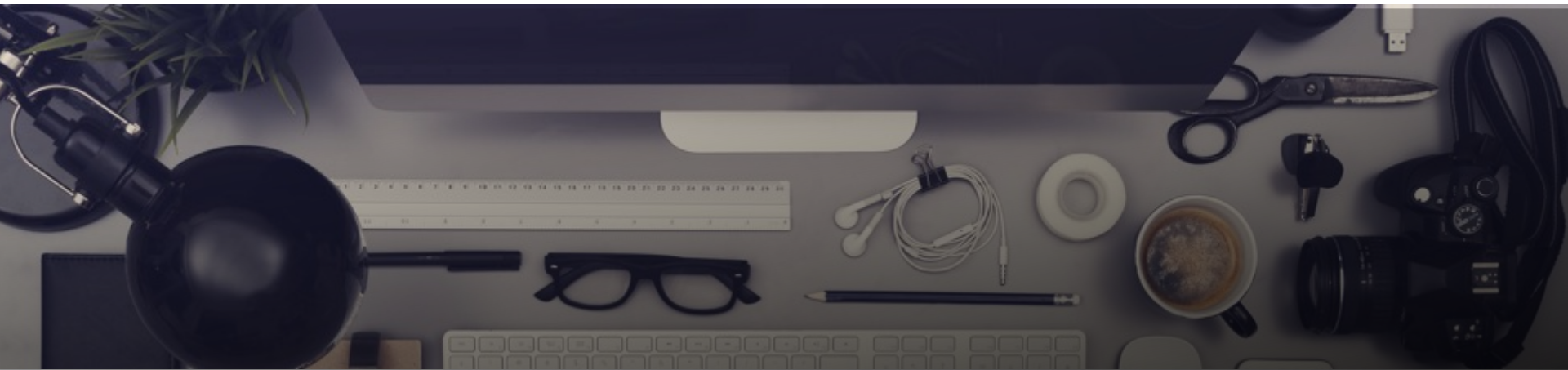


WEBSITE PROPOSAL

# LEBANESE AMERICAN UNIVERSITY FMIC WEBSITE DEVELOPMENT

Presented by: *graynab*



// A WEBSITE WILL PROMOTE YOU 24/7 LIKE NO ONE WOULD //

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# 01

# About Greynab

All you need to know about Greynab's services, clients, team, expertise & more.



# ABOUT GREYNAB.

*“ We believe in providing a right balance between art and functionality. ”*

**Greynab is an award winning creative digital marketing agency** with core skills in Web Development, content creation, Digital Transformation, animation, Social Media, and Design. Our agency, backed up by a dedicated and creative team, covers all your marketing needs under one roof.

***If you are looking for a creative and professional team to relieve your from the stress of marketing your brand, your business or even yourself, Greynab is the right place.***

By using the latest digital innovations and utilizing cutting-edge technologies, Greynab can craft strategic and creative solutions that deliver quantifiable results.

# BRANCHES.



## BEIRUT

Chehwan Bldg, 2<sup>nd</sup> floor, Kaslik, Lebanon  
[info@greynab.com](mailto:info@greynab.com)



## JEDDAH

Al Hamra District, Villa 12  
[info@greynab.com](mailto:info@greynab.com)



## DAMMAM

Al safa – King Saud Rd  
[info@greynab.com](mailto:info@greynab.com)



## RIYADH

Rabwa neighborhood, Villa No.98 A  
[info@greynab.com](mailto:info@greynab.com)

# SERVICES.



## CODING & DEVELOPMENT



ANIMATION



BRANDING



PRODUCTION



Digital Marketing



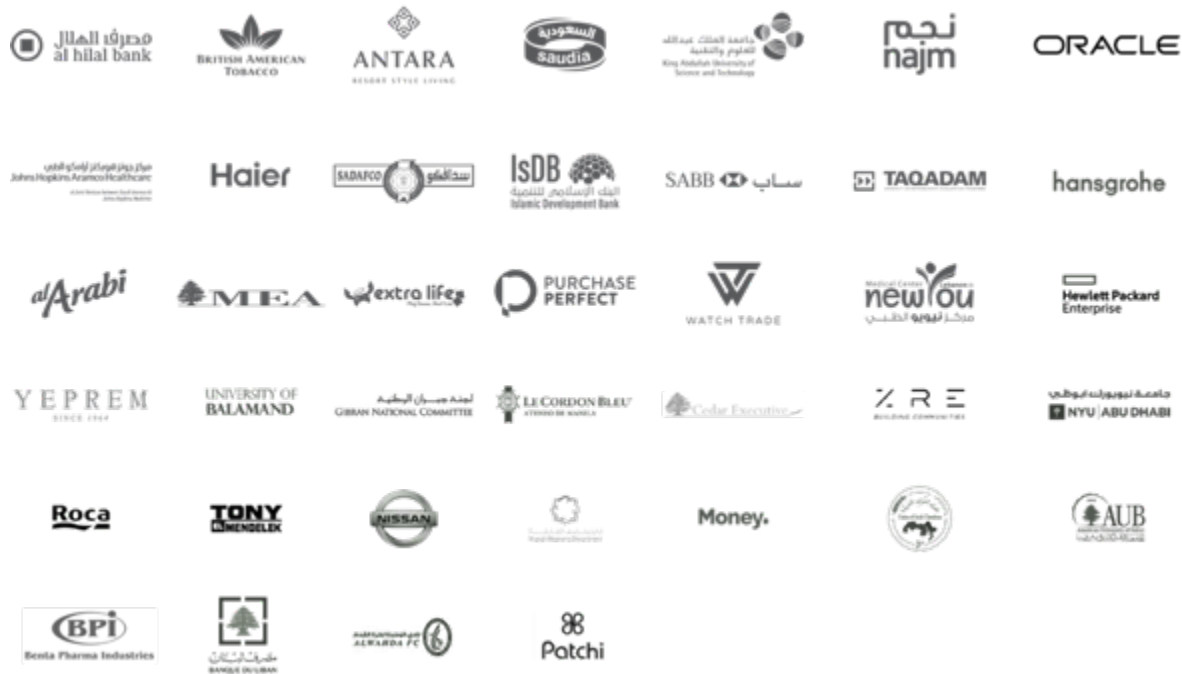
ADVERTISING



COPYWRITING



# CLIENTS.



In addition, One-to-One Marketing the sister company of Greynab with all BTL Advertising. Their clients are, but not limited to the following:  
 Samsung Electronics / Bupa / BAT / L'Oréal / Americana / Nestle / GSK / Pepsi / United Biscuits



# EXPERTISE.

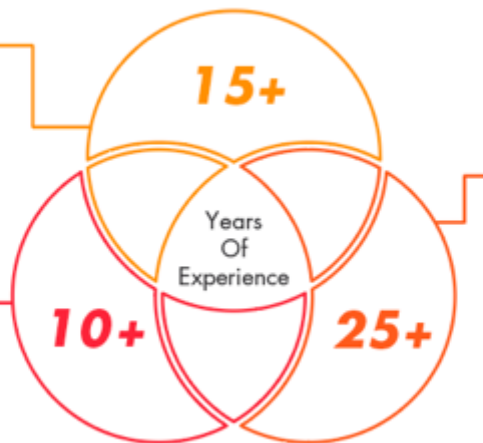
Each member of our team has either been running their own company, developing game-changing ideas, or advising market leaders on their next right move. Our team also has the right digital certifications and partnerships to ensure a proper implementation of our clients' global strategy:



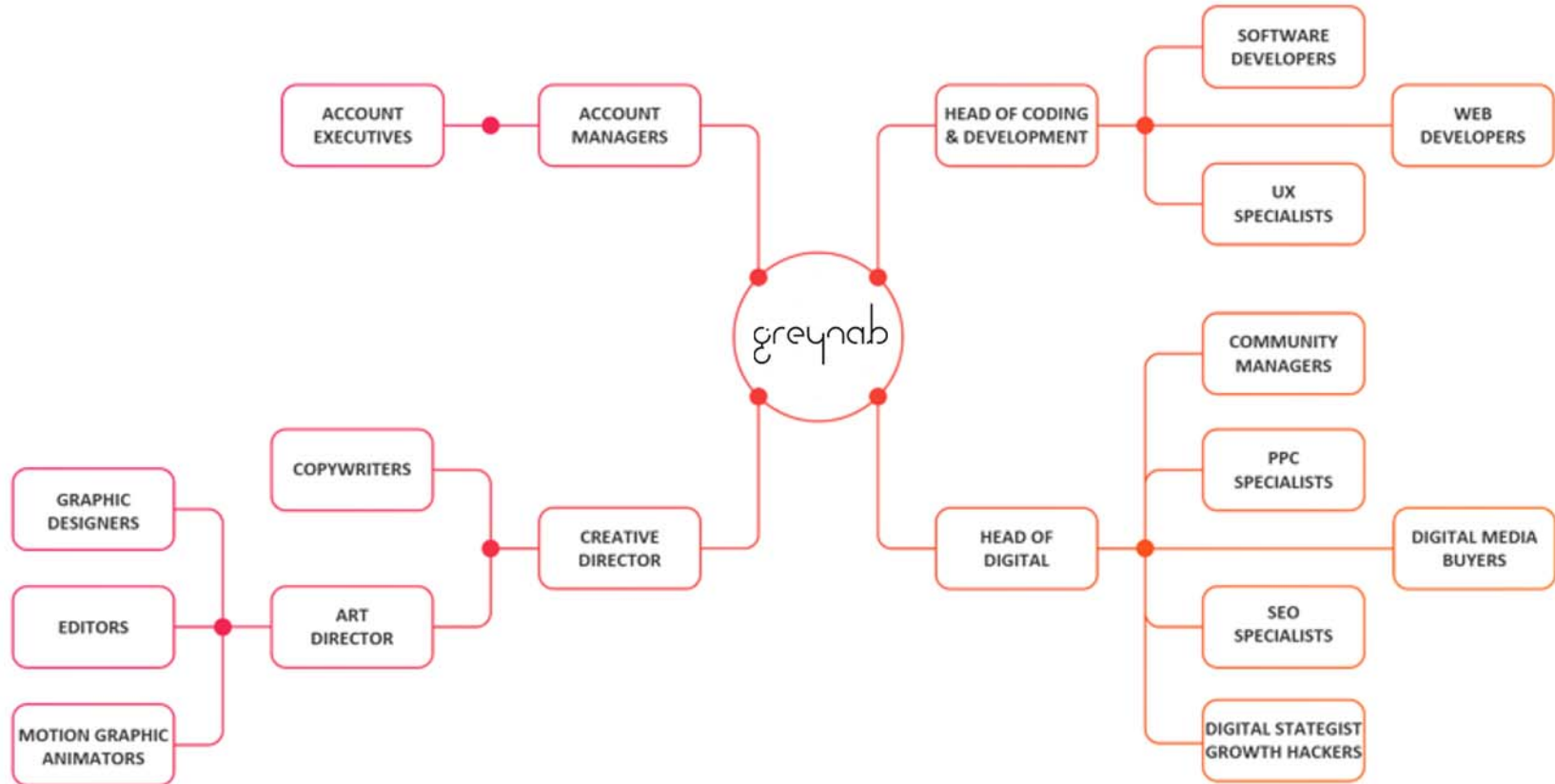
Digital marketing  
& Content Creation

Coding  
& Developing  
Websites  
& Mobile Apps

Design, Animation  
& Motion Graphics



# ORGANIZATIONAL CHART.



# INTRODUCTION

# General Overview

Your website is often the first impression you give your potential customers, so we need to make sure it is a good one. A quality website is well-organized, easy to navigate, modern, well functioned, branded and motivates the visitor to do business with you.





02

# About LAU - FMIC

Website Brief



# BRIEF: LAU - FMIC

## LAU would like to create a new website:

- Informative website.
- Establish an online presence for FMIC.
- To be the hub for entrepreneurial innovations.
- Seeding innovations, incubating them, and speeding their passage to market as an accelerator.
- Will require a hosting (no current one existing).
- Create templates based on the html markup they will provide.
- Website should work on most browsers.
- Security provided for the website.



03

# Website Proposal

Development



# WEBSITE FEATURES.

Features that must run perfectly, smoothly and up to LAU's standards

**USER INTERFACE / USER EXPERIENCE**

**DESIGN**

**CONTENT CREATION**

**SMOOTH CUSTOMER JOURNEY (SHOP + DELIVERY)**

**DEVELOPMENT**





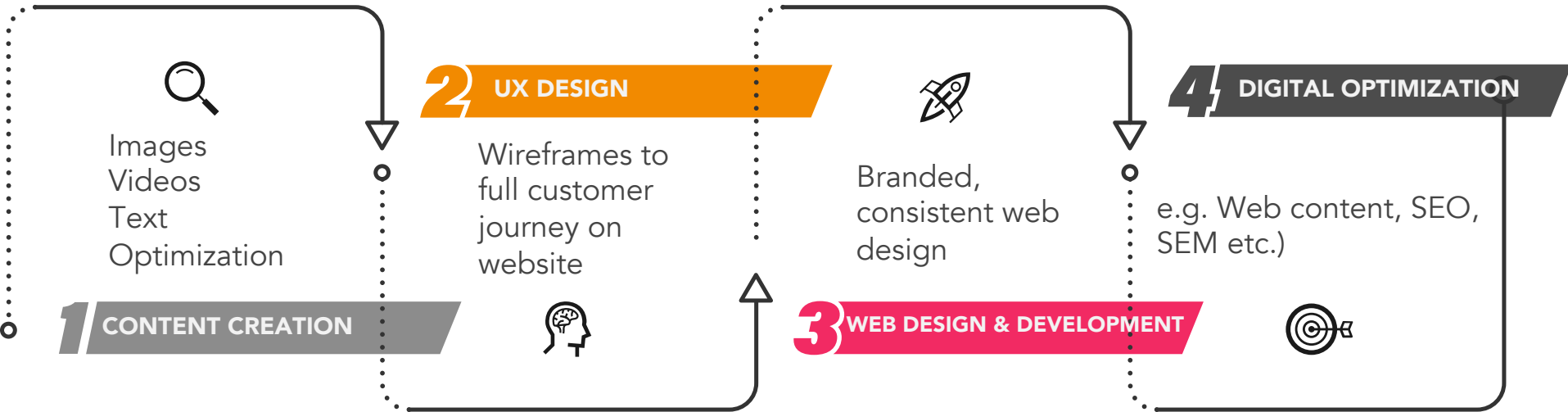
04

# Process Details

Development



# PROCESS.



# PROCESS DETAILS.

## 1- WEBSITE DESIGN & DEVELOPMENT

Greynab is built on the love of Design – where concept, strategy and creativity inspire and produce highly crafted results. We seek to create things that challenge the ordinary and produce highly creative results leaving an unforgettable mark in everything we do.

## 2- DIGITAL OPTIMIZATION

Because we have so much experience in SEO and SEM, we have learned to recognize the difference between good and bad websites. We can provide a well-designed website with a tailored plan for Search Engine Optimization and Search Engine Marketing that is ideal for your business and industry. Greynab will work with clients to create Meta Tags and page titles for indexing the site with search engines. After completion, we will be submitting these sites to all major search engines for indexing. Note: Search engines may require 4-6 weeks to authorize site submission.

# DELIVERABLES.

## MARKET RESEARCH

- TA Study to work on design & content
- Study user journey (to understand how users will crawl through the website)
- Choose and set a general outline for the website

## CONTENT OPTIMIZATION

- Content Optimization in English & Arabic translation.

## WIREFRAME ( UX/UI)

- Content & Space distribution
- Intended Actions
- Available features & functions
- Transitions between screens

## DESIGN

- Determine look & feel
- Create design page layouts
- Provide revisions where needed

# DELIVERABLES.

## DEVELOPMENT / CODING

- Front-End & Back-End Development
- ( HTML/ CSS Coding)
- Developing all pages & sub-pages
- Special Features & interactivity
- Implementing CMS
- Coding & Integration with 3<sup>rd</sup> party apps
- Optimizing speed & performance
- Quality assurance

## TESTING, REVIEW & LAUNCH

- Beta version
- Admin Panel training
- Ensuring that the website is optimized and functioning
- Interface following exact design as aligned with client
- Database testing
- Compatibility testing
- Performance testing
- Security testing
- Crowd testing

## MAINTENANCE / UPDATING

- Add user reports system
- Fix any bugs ASAP
- Keep website up to date

# TECHNOLOGY.

## PROGRAMMING LANGUAGE

PHP 7

## WEB TECHNOLOGIES

JAVA Script, HTML5, CSS, Ajax

## DATA BASE & SUPPORT

MY SQL 8, Email support

# APPROVAL PROCESS.



- The timeline consists of Development process and Client feedback.
- The total process will be around 35 Working Days
- A detailed timeline will be provided to client during the execution phase.
- Maintenance & Regular updates will be an ongoing process for a whole year.



## APPROVAL PROCESS.

### CLIENT APPROVAL PROCESS

TOPIC	SCOPE
Market Research	Approval on General Outline of Website
Content Optimization	Approval of English Content Optimization and Arabic Content Creation
Website Beta Version Testing	Before website goes live, approval by client



# 05

# Quotation

Payment details.



# WEBSITE QUOTATION.

WEBSITE DESIGN & DEVELOPMENT		
	Option 1	Option 2
<b>CONTENT OPTIMIZATION</b>		
Content Optimization for SEO	X	X
<b>DEVELOPMENT &amp; CODING</b>		
Front End & Backend Development	X	X
Development of pages and subpages	X	X
Ability to add customized landing pages for future campaigns		X
Intermediate SEO optimization including all on-page optimization	X	
Intermediate Speed Optimization	X	
Intermediate CMS	X	
Advanced SEO optimization including all on-page optimization		X
Advanced Speed Optimization		X
Advanced CMS		X
Footprint, Tracking, Analytics/reporting, Google Services	X	X
Social Media, WhatsApp and API Integration (if available)	X	X

## WEBSITE QUOTATION (CONTINUED).

Integration of reviews and comments (optional)		X
Integration of inquiry page/News/Media/Blog	X	X
Email Marketing integrations (Mailchimp)		X
Location including text and Map	X	X
Compatibility and adaptability to different screen sizes (mobile phones, tablets etc.)	X	X
Compatibility and adaptability to different browsers	X	X
Performing security and stress tests	X	X
Built on opensource framework	X	X
Server side and client-side caching, Requests Zipping & Security Optimization		X
Preloading	X	X
Reduced Bounce Rate		X
<b>TOTAL COST (LBP)</b>	5,500,000	7,000,000
<b>TOTAL COST (\$)</b>	<b>3500</b>	<b>4000</b>

### **Note (Website Development):**

**-All Costs are subject to 15% VAT**

**-Domain Purchasing will be charged at a later stage during execution**



# HOSTING PLAN.

Virtual Private Server		
	Option 1	Option 2
Cores	4	8
Ram	8 GB	16 GB
SSD Storage	200 GB	400 GB
Operating System	Ubuntu, CentOS	Ubuntu, CentOS
Control Panel	cPanel	cPanel
Service Monitoring	X	X
SSL Installation	X	X
TOTAL COST (\$)	400	650

# REQUIREMENTS FROM CLIENT.

## Greynab requires from client:

- To provide us all the available information and content.
- To provide the necessary feedback/approval to ensure optimal delivery
  - To Provide us With Full Design Of The Website.

*NB: A detailed timeline will be provided to the client during the execution phase*



## CLIENT INVOLVEMENT.

Client agrees to share with Greynab all the needed information and source files to complete the project.



# PAYMENT TERMS & TIMELINE.

## **Website:**

50% Down Payment

50% Upon Website Completion

TIMELINE: 35 Working Days Starting The Day We Receive The Design

## **Hosting:**

100% Upon Website Completion

RENEWAL: Yearly

*NB:* All costs are subject to a 15% VAT



## TERMINATION POLICY.

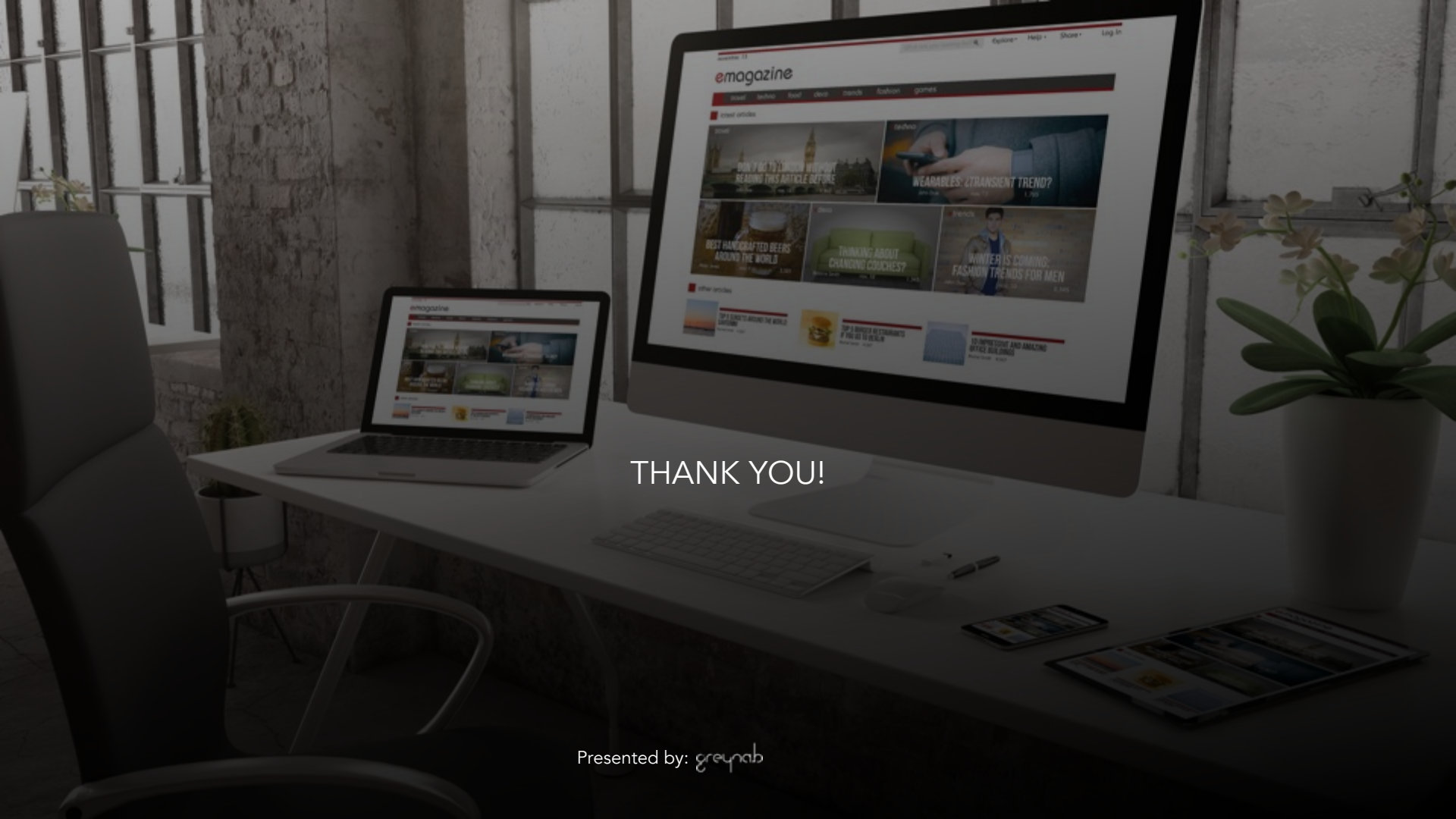
In case of Termination, all unpaid amounts will be automatically due.

# CONCLUSION.

We are happy to present this proposal for your review. Upon acceptance of this proposal, we can draft a comprehensive Statement of Work and contract based on the requirements for your review and along with this document, it will serve as the contract.

If you have any questions or need additional information amended to the proposal, please let us know.





THANK YOU!

Presented by: *greyfab*