

Mt Eden

LEATHER GOODS

est. 2019

PROJECT QUOTATION AND PROPOSAL

24 . 06 . 22

PREPARED FOR:

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Mt Eden – Auckland 1024

PREPARED BY:

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CLIENT OVERVIEW

Opened in 2019 in Mt Eden, by Aaron Piers. Mt Eden Leather Goods has grown steadily since opening their doors. Even through the 'lock downs' due to COVID, as Aaron was able to continue work at home. The store has five members of staff and have a relaxed and enjoyable atmosphere. The store opening stems from Aaron's long-time hobby for hand making and crafting leather goods. Their goal is to make premium items that are more cost friendly and of better quality than international online stores.

PROJECT SUMMARY

The aim for this project is to create a WordPress website for Mt Eden Leather Goods. The website will showcase the various services and products they sell. Potential clients will be able to use contact forms to get quotes and buy ready made leather goods straight from the website. Ryan will be responsible for the research, design, content creation and development of the website. As well as making the site live on a hosting platform. If a problem arises the client will be contacted with a selection of solutions they can choose.

MILESTONES

07 June – Proposal and contract ready to sign

09 June – Competitor and design research completion

13 June – Website mockup and user testing completion

23 June – Website developed, client feedback and user testing

24 June – Refinement and website goes live

BUSINESS GOALS

- Expand the company and grow its customer base.
- Create an effective online presence.
- Allow customers to purchase ready-made leather goods online.
- Increase the company's revenue.

SPECIFICATIONS

- The website professionally reflects the company and their values.
- Website is accessible to the client via a login page.
- Pages can be edited by the client.
- Website is created with WordPress.
- Website is live on a remote sever.
- The site is search engine optimised.
- The site has security measures in place.
- The site is responsive to all devices.
- The site speed has been tested and optimised.

TARGET AUDIENCE

This data is sourced from the client and online market research resources.

Due to an increase in popularity, men have become a more substantial size of the customer base. Therefore the target audience leans more toward men as potential customers.

The target age group is 19 - 39 years old, as this is the group that mostly buy leather goods.

One aim of Mt Eden Leather Goods is to make leather products more affordable. So the target income is from low - mid to high income people.

STYLE TILE

Mt Eden

LEATHER GOODS

est. 2019

#191919

#FFFFFF

#FF1200

ALUMNI SANS INLINE

ALUMNI SANS

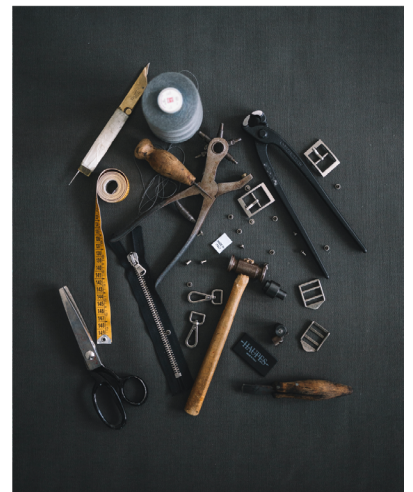
OVERPASS

HEADING

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MORE INFO

MORE INFO



COST ESTIMATES

This project cost excludes GST and will be calculated prior to the invoice. Website modification including sourced images, text and content will be charged at \$65 + GST per hour.

Please note, below costs does not include the maintenance or continued hosting of the website.

Client & Market Research	\$100
Website Mockup & User Testing	\$250
Developed Website	\$400
Domain Name & First Month Hosting	\$80
Total project cost	\$830

CLIENT CONTRACT

The contracting parties

This contract is between Mt Eden Leather Goods hereafter referred to as the “Client”, and Ryan hereafter referred to as the “Contractor”.

1. Who will actually do the work?

All work will be carried out by the Contractor, or by subcontractors working to specifications determined by the Contractor.

2. What work will be done?

The contracted work for this contract is detailed in the previous section. Any work that is requested by the Client after this contract has been signed, will be subject to a separate contract.

3. What about the content?

Everything is supplied by the client, unless otherwise agreed. All images, text, data or other content supplied or used on this site must be either copyright-free, or owned by the client. When the supply of content is critical to the progress of the development of the site, this will be clearly indicated in the “Contracted Work” section. Failure to supply content by the agreed dates may affect the deadline, or even the delivery of the site.

4. Site hosting

Much of the code needed for most web sites has already been written by the contractor, and tested on the Contractor’s web servers. If the site is not hosted on servers operated by the Contractor, problems may arise which are due to the way the web server has been set up. Final completion time is rarely affected by problems with other servers, but the Contractor reserves the right to extend this date if necessary. Additional charges may be incurred. The Contractor agrees to keep the Client informed of any Proposal & Contract 5 such situation as it arises. Web site hosting will be covered by a separate agreement. Charges commence on publication.

5. Charges and Quotes

Unless otherwise agreed, the Contractor will provide an estimate of the potential cost, and/or hours for the job as understood at that time. The quote in the “Contracted Work section will be based on more research, and will incorporate changes agreed by negotiation. It will be either: a) A fixed sum for an agreed task. or b) An hourly rate with an estimated number of hours required. In this case the Contractor will charge only for the hours spent on the job, and will notify the Client when 80% or the agreed time has been spent. If further time is required, an estimate will be provided.

6. Payment

Unless otherwise agreed, a standard hourly rate of \$50 (ex GST) will be applied to all work agreed on and listed in the “Contracted Work” section of this document. A 50% deposit, plus any additional one-off charges, for example, but not exclusively, URL registration fees, Fee for alternative hosting, additional software required etc, must be paid before any work is commenced. If the quote has been provided on an hourly basis, the initial invoice will be for half the estimated time. When that time has been reached, invoices will be sent weekly, unless otherwise arranged. Invoices are sent by email only, and terms, unless otherwise agreed, are payment in full in 7 days.

7. What is the process?

Where possible, all work will be carried on a development server on a sub-domain of one of the Contractor's web. Search engines are repelled as much as possible at this stage to avoid any unfortunate caching of development code being cached by Google. Once the site is working to the agreed specifications, and all design details have been resolved, the final sums are due. Upon payment the site will be transferred to the Client's URL, and be published. There will be a period of 28 days from publication when the Client may request minor changes without further charges. Proposal & Contract 6 Major changes or new functionality will be subject to a new agreement and contract.

8. Who owns the code?

The Contractor may write some of the scripts and develop part of the database as part of establishing the quote, but reserves the right to uplift the code and the database at any stage before this contract is signed. When final payment has been made, the Client has the right to use all the code supplied by the Contractor forever, but the Client may not re-use the code, or allow it to be used, on any other website without the prior agreement of the Contractor.

Contractor:

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Date

Client:

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Date: