

PROGANICA

BRAND + DEVELOPMENT

We ♥ helping small businesses **SELL. MORE.**™

CUSTOM E-COMMERCE WEBSITE DEVELOPMENT PROPOSAL

Results that you can see!



CUSTOM E-COMMERCE WEBSITE DEVELOPMENT PROPOSAL

About this document

We appreciate the opportunity to present this proposal, which is based on our understanding of your current requirements. The purpose of this proposal is to establish an e-commerce website that can help attract new customers and boost your online sales.

In today's world, websites have become the primary means of communication and marketing for organizations of all sizes and types. E-commerce enabled websites are crucial components of modern business infrastructure. By embracing online sales and marketing, small and medium-sized Canadian businesses can transform their operations and achieve growth. With an e-commerce website, you can:

- ❖Generate predictable leads, attract new prospects, and ultimately, gain more customers;
- ❖Drive predictable sales revenue, increase revenue per customer, and boost profits;
- ❖Serve new customer segments while also serving existing clients more effectively;
- ❖Amplify your sales and marketing efforts by leveraging social media marketing strategies; and
- ❖Improve customer experience and satisfaction by making your products more accessible.

This proposal addresses three key areas of e-commerce-enabled websites:

1. Website infrastructure:

1.1. **Marketing Communication:** present your products, services, and offers on mobile smartphones, iPads/tablets, and desktop web browsers.

1.2. **E-commerce:** capture and qualify leads, complete online orders, and receive payment.

2. Search Engine Optimization (SEO) for being found on general search engines such as Google, Bing, and DuckDuckGo. It facilitates being found in searches on vertical, hybrid, metasearch, web search, image search, and video search engines. Communicate effectively domain expertise, authoritativeness on subject matter, and engender trustworthiness

2.1. **On-page SEO:** Optimizing the quality and structure of the content on a page. Content quality, keywords, and HTML tags.

2.2. **Off-page SEO:** Making it easy, lucrative, and friendly for other site and pages to link to

your site. This includes backlinks, internal linking, and reputation management.

2.3. **Technical SEO.** Includes site and page performance, Page Speed Optimization, crawlability, indexability, site security (SSL) validation, UX/UI, and site architecture.

2.4. SEO subtype (Local SEO, Image SEO, and Video SEO) optimization where necessary.

3. Platform integration: enable social media marketing and advertising, integrate third-party e-commerce platforms, APIs, gateways, and extended functionality plugins.

To make things easier for you, we have included some optional services that you may wish to consider for ongoing promotion, content development, and technical maintenance.

If this proposal reflects accurately your vision, please sign the signature page and return it to us by email at sksalmon@gmail.com.

Please feel welcome to contact me at 519-721-7317 or by email at sksalmon@gmail.com.

Yours sincerely,

Syd Salmon



CEO & Founder
Proganica Brand Development

Financial Summary

Total project cost: **\$5,000.00**

Objectives

Our objective is to help you enable e-commerce website functionality to attract new customers and facilitate growing your sales online. Important goals for modern B2C e-commerce websites are attracting new customers, driving sales revenue, and improving customer experience. This document address the key factors to provide you with a predictable path to revenue and success.

1. **User Experience:** In today's competitive online marketplace, user experience is everything. A modern B2C e-commerce website needs to be easy to navigate, visually appealing, and optimized for mobile devices. By providing a seamless user experience, you can keep visitors engaged and encourage them to make a purchase.
2. **Search Engine Optimization:** To attract new customers, your website needs to be visible in search engine results pages (SERPs). By optimizing your website for search engines, you can improve your organic search rankings and drive more traffic to your site.
3. **Content Marketing:** Content marketing is an effective way to attract and engage customers. By creating high-quality content that educates and informs your target audience, you can establish your brand as a thought leader in your industry and build trust with potential customers.
4. **Social Media Marketing:** Social media is an essential part of any modern e-commerce strategy. By leveraging social media platforms such as Facebook, Instagram, and Twitter, you can reach a wider audience and promote your products to potential customers.
5. **Technical Maintenance:** To ensure that your website runs smoothly and provides a positive user experience, it's essential to keep up with technical maintenance tasks such as security updates, bug fixes, and website backups. By partnering with a reliable website development company, you can rest assured that your website is in good hands and focus on growing your business.

Exhibit A

Scope of Work

This Scope of Work is incorporated into the Professional Services Agreement dated September 22, 2023 by and between the Company and the Consultant (the “Agreement”). This Scope of Work describes services and deliverables to be performed and provided by the Consultant according to the Agreement. If any item in this Scope of Work is inconsistent with the Agreement before such incorporation, the terms of this Scope of Work will control, but only regarding the Services to be performed under this Scope of Work. All capitalized terms used and not defined in this Scope of Work will have the meanings given to them in the Agreement.

1. PURPOSE

The purpose of this Scope of Work is to establish the terms and conditions for redesigning your current website (salonlabel.com) to create a modern, responsive design that reflects your brand and engages your target audience.

2. SCOPE OF SERVICES

2.1 Discovery

Conduct a thorough consultation with your team to identify and create an e-commerce strategy for your business. The purpose is to craft a clearer strategic plan for developing your online business presence with an e-commerce-based at the domain salonlabel.com. The resulting strategy and website will ensure that your online e-commerce activities meets your needs and those of your target audience.

This will include the following tasks:

- Gather and validate information about your business objectives, target market, competitors, SWOT analysis, and corporate objectives.
- Conduct a technical website audit to identify areas of strength that must be retained to keep existing "Google Juice", important links (and/or backlinks), and performance.
- Conduct a competitive review of direct and adjacent competitor's websites to:
 - Ensure prospects' experiences are consistent with industry standards and conventions,
 - Create distinctions that address and highlight the Company's unique value propositions.

2.2 Design Phase

In the design phase, we will create wireframes and prototypes to establish the layout and functionality of your new e-commerce website. We will also create a visual style guide that defines the overall look and feel of the site, including typography, colour schemes, and imagery.

The majority of product-style images will be sourced from reference products. They will be used as teaching aids to instruct prospective clients on real world use-cases, inspiration, and case studies

for container decorating and packaging strategies.

"Old/outdated" language and subjects such as "diversion" will not be used, avoided, or referenced briefly, if necessary. This will align the copywriting and product positioning with the needs of your current prospective customers giving them the confidence to purchase products and solutions from your e-commerce website.

Copywriting will assume the posture of conversation with a knowledgeable friend supporting entrepreneurial success and legacy building. This will include "Marketing 101" and "Sales 101" content to help customers achieve their sales and distribution goals.

Content will focus on both haircare and skincare.

Key e-commerce website conversion tools will include:

- Easily accessible 1-click telephone number(s) and contact information on every page;
- Lead capture forms that respond to your prospects inquiries, capture their contact information in the appropriate databases, and trigger the most appropriate workflows to help them make a purchasing decision;
- Web-based success and readiness assessment tools such as a Product Quantity Budget Calculator.

Your e-commerce website will be in compliance with Canada's privacy laws including The Personal Information Protection and Electronic Documents Act (PIPEDA) and international privacy frameworks such as the EU's General Data Protection Regulation (GDPR).

E-commerce research suggests that colour palettes can play an important role in converting prospects on your website into customers. The key colours in the palette are a warm rich blue that connotes health, strength, and scientific prowess contrasting with white — the colour of purity, simplicity, and cleanliness. A neutral to slightly warm grey/silver will be used for accents. Small embellishments with the original "Salon Label orange" will also be considered.

The website will contain all of key pages and information necessary for the business and its prospective clients.

The company's blog is being published separately and is not in the scope of this project. However, the development of your e-commerce website will make provisions for the necessary technical integrations of your blog property.

2.3 Development Phase

During the development phase, we will create your new e-commerce website using responsive design principles to ensure that it is optimized for viewing on a variety of devices including smart phones and tablets.. We will also optimize the e-commerce website for search engines and integrate necessary functionality such as forms and, social media hooks.

2.4 Testing and Launch

Once development is complete, we will conduct thorough testing to ensure that the site is fully functional and user-friendly. Finally, we will launch the new website and provide any necessary training or support to ensure that you can manage the site effectively.

3. Compensation

In full consideration for the Consultant's timely and satisfactory performance of the services and providing of the deliverables, the Consultant will be compensated as follows:

The Consultant will charge the Company a flat fee of \$5,000 for the Services (the "Compensation").

If this Agreement is terminated by the Company before completion of the Services but where the Services have been partially performed, the Consultant will be entitled to pro rata payment of the Compensation to the date of termination if there has been no breach of contract on the part of the Consultant.

The Compensation as stated in this Agreement does not include sales tax, or other applicable duties as may be required by law. Any sales tax and duties required by law will be charged to the Company in addition to the Compensation.

Key Deliverable & Core Features

This proposal provides costs for the following services and features:

- Development and copywriting for all content pages your e-commerce website
- Install, configure, and optimize all necessary software, databases, plugins, etc.
- Incorporation of the company's content provided
- Programming and website e-commerce development
- Interactive navigation and menus

Key Assumptions

Your new e-commerce website will leverage your companies existing assets.

- Wherever possible, we will use your current branding elements and styles including: logo(s), colour(s), typefaces &/or fonts
- All content will be provided by the client
- Website will be designed for viewing on all modern browsers
- Responsive designs will optimized for Apple iOS and Google Android mobile operating systems
- Content to be provided by client in mutually agreeable digital electronic format

Exclusions

This estimate does not include the following:

- Content development/writing
- Logo redesign and rebranding
- Hosting and domain name registration
- Photography/Stock Photography (excluding any royalty free items specified in estimate)
- Translation Services (If required)
- Audio Narration (If required)
- Videography (If required)

Options

Options are present for information only and are not included in the estimate.

- Domain Registration
- Email Broadcasting
- Social Media Establishing and Search Engine Marketing
- Video Spokesperson
- Search Engine Optimization (Ongoing)
- Search Engine Optimization (One-Time)
- Social Media Integration

Options—Search Engine Optimization (SEO)

One of the key functions of a website is to attract new visitors and traffic. Besides continually generating new epic content to feed Google's hungry search engine robots, SEO is one of the best ways to achieve high rankings in Google's search engine results pages.

Maximize your on-line potential by making it easy for potential customers to find you quickly. Our SEO Services offer high impact results. Whether you're looking for first page results or need a quick fix on a few keywords, we can help!



**When it comes visibility on the Internet,
don't play hard to get.**

Maximize your on-line potential by making it easy for potential customers to find you quickly. Our SEO Services offer high impact results. Whether you're looking for first page results or need a quick fix on a few keywords, we can help!



How it works.

We focus on 10 keyword phrases. We provide a comprehensive offsite backlink campaign of article submissions and blog network content targeting your specific keywords. We monitor, report and optimize monthly to provide you with Guaranteed 1st Page rankings on Google.

Requires a six month contract. Proven process to put you to Page 1.

\$500 per month (minimum 6 months)



How it works.

We focus on 4 keyword phrases for your business, and provide a comprehensive offsite backlink campaign. SEO can literally move you onto the first page of Google in about a month. It's not a guarantee, but our clients have been pleasantly surprised with the results.

Stop playing hard to get.

\$500 — one-time

Estimate

Feature	Description	Cost
Core e-commerce website design, production, and programming.	Program e-commerce website to meet strategic objectives and produce WC3 Compliant website pages with technical and on-page SEO optimization; incorporate all necessary client content	\$3500
Content modules	Include necessary features to: <ul style="list-style-type: none">- pre-qualify prospects- provide high-quality user experience (UX)- design consumer-focused user interface (UI)	
Responsive design & programming	Responsive design. Programming to facilitate mobile-optimized e-commerce on iPhone/iPad (iOS), Android and small-screen smartphones and mobile devices.	\$1500
TOTAL	Total cost before applicable taxes	\$5000

Are you aware that writing content is one of the biggest challenges when it comes to building small business e-commerce websites?



If you find it difficult to write content for your site or if you simply don't have the time, our team of experienced writers can work with you to create professional, high-quality content that accurately represents your brand.

Exhibit B

Professional Services Agreement

This Professional Services Agreement (the "**Agreement**") dated September 22, 2023 (the "**Effective Date**"), is by and between

Salon Label, Inc.
(the "**Company**"),

and

Sydney Salmon Enterprises
(the "**Consultant**").

1. SERVICES

The Consultant agrees to provide the services outlined in **Exhibit A—Scope of Work**, attached hereto and incorporated herein by reference, to the Company.

The Consultant agrees to exercise the highest professionalism and use the Consultant's best efforts, expertise, and creative talents in performing these services. The Consultant's compensation for these services will be limited to the compensation outlined in Exhibit A attached hereto. The Consultant may not subcontract or otherwise delegate its obligations under this Agreement without the Company's prior written consent.

2. RELATIONSHIP BETWEEN PARTIES

The Consultant's relationship with the Company will be that of an independent contractor, and nothing in this Agreement should be construed to create a partnership, joint venture, or employer/employee relationship. The Consultant is not the agent or representative of the Company (except as outlined in this Agreement); is not authorized to make any representation, contract, or commitment on behalf of the Company; will

not be entitled to any of the benefits that the Company makes available to its employees, such as group insurance, profit-sharing or retirement benefits (and waives the right to receive any such benefits); and will be responsible for all tax returns and payments required to be filed with or made to any Canadian federal, provincial, or local tax authority about the Consultant's performance of services and receipt of fees under this Agreement. The Consultant agrees to accept exclusive liability for complying with all applicable federal and provincial laws, including laws governing self-employed individuals, if applicable, such as laws related to payment of taxes, employment insurance, disability insurance, and other statutory contributions based on fees paid to the Consultant under this Agreement. The Company will not withhold or make payments for taxes, employment insurance, disability insurance, and other statutory contributions, or get workers' compensation insurance on the Consultant's behalf. The Consultant hereby agrees to indemnify and defend the Company against all such taxes or contributions, including penalties and interest. The Consultant agrees to provide proof of payment of appropriate taxes on any fees paid to the Consultant under this Agreement upon reasonable request of the Company.

3. PAYMENTS

3.1 Compensation.

In consideration of the services to be rendered according to the Scope of Work, the Consultant will be paid as outlined in the applicable Scope of Work.

3.2 Expenses.

The Consultant will be reimbursed from time to time for reasonable and necessary expenses incurred by the Consultant in connection with providing the Services.

All expenses must be pre-approved by the Company.

3.3 Currency.

All funds, currency, and monetary amounts are in CAD (Canadian Dollars) unless specified otherwise.

4. CONFIDENTIAL INFORMATION

4.1 Mutual Confidentiality/Nondisclosure

At all times during and after the Consultant's engagement, the Consultant will hold in confidence and will not use, disclose, lecture upon, or publish any of the Company's Confidential Information (defined below), except as may be required in connection with the Consultant's services for the Company, or as authorized in writing by the Chief Executive Officer (the "CEO") or any Managers (the "Managers" and together with the CEO, each an "Authorizing Person" and collectively the "Authorizing Persons") of the Company. The Consultant hereby assigns to the Company any rights the Consultant may have or acquire in all Confidential Information and recognizes that all Confidential Information will be the sole and exclusive property of the Company and its assigns.

4.2 Confidential Information.

The Consultant understands that its work for the Company will involve access to confidential, proprietary and trade secret information and materials of the Company (or its affiliates, licensors, suppliers, vendors or customers) (collectively, "Confidential Information"). Confidential Information includes, without limitation, all confidential knowledge, data or information related to the Company's business or its actual or

demonstrably anticipated research or development, including without limitation:

- (a) trade secrets, inventions, ideas, processes, computer source code and/or object code, data, formulae, programs, other works of authorship, know-how, improvements, discoveries, developments, designs, and techniques;
- (b) information regarding products, services, plans for research and development, marketing and business plans, budgets, financial statements, contracts, prices, suppliers, and customers;
- (c) information regarding the skills and compensation of the Company's employees, contractors, and any other service providers of the Company; or
- (d) the existence of any business discussions, negotiations, or agreements between the Company and any third party.

4.3 Interest on Late Payments

Interest payable on any overdue amounts under this Agreement is charged at a rate of 2% per annum or at the maximum rate enforceable under applicable legislation, whichever is lower.

4.4 Third-Party Information.

The Consultant understands that the Company has received and in the future will receive from third parties confidential or proprietary information ("Third Party Information"), subject to a duty on the Company's or its affiliates' part to maintain the confidentiality of such information and to use it only for certain limited purposes. During and after the term of the Consultant's engagement the Consultant will hold Third Party Information in strict confidence and will not disclose to anyone (other than the Company personnel who need to know such information in connection with their work for the Company), or use Third Party Information, except in connection with

the Consultant's services for the Company or unless authorized by an Authorizing Person in writing.

4.5 No Improper Use of Information of Prior Employers.

The Consultant represents that the Consultant's engagement by the Company does not and will not breach any agreement with any former employer or third party, including any non-compete agreement or any agreement to keep in confidence or refrain from using information acquired by the Consultant before the Consultant's engagement by the Company. The Consultant further represents that the Consultant has not entered into, and agrees that the Consultant will not enter into, any agreement, either written or oral, in conflict with the Consultant's obligations under this Agreement or to the Company, unless expressed and approved by an Authorizing Person. During the Consultant's engagement by the Company, the Consultant will not improperly make use of, or disclose, any information or trade secrets of any former employer or third party, nor will the Consultant bring onto the premises of the Company or use any unpublished documents or any property belonging to any former employer or third party, in violation of any lawful agreements with that former employer or third party.

5. TERM AND TERMINATION

5.1 Effective Date.

The term of this Agreement (the "Term") will begin on the date of this Agreement and will remain in full force and effect until the completion of the Services, subject to earlier termination as provided in this Agreement. The Term may be extended with the written consent of the Parties.

If either Party wishes to terminate this Agreement before the completion of the

Services, the terminating Party will provide 10 days of written notice to the other Party.

This Agreement will commence on the Effective Date and continue until the earlier of

- (a) the end of the term, if any, outlined in the last Scope of Work, or
- (b) termination by either party per this Section Term and Termination. This Agreement may be renewed by mutual written agreement of the parties.

5.2 Termination.

The Company may terminate this Agreement without cause at any time upon seven (7) days prior written notice to the Consultant. The Consultant may terminate this Agreement without cause at any time upon seven (7) days prior written notice to the Company. Either party may terminate this Agreement immediately if the other party has materially breached the Agreement.

5.3 Effect of Termination.

Upon termination of this Agreement, the Consultant will immediately cease performing the services. If this Agreement is terminated by the Company, the Company agrees to pay the Consultant the compensation due for the period up to the date of termination Sections Confidential Information., Return of the Company Property, and Business Relationships will survive termination of this Agreement.

5.4 Return of Property.

Upon termination of this Agreement, or at any time the Company so requests, the Consultant will deliver immediately to the Company all property belonging to the Company, whether given to the Consultant by the Company or prepared by the Consultant in the course of rendering the services, including all work in progress and all material in the Consultant's

possession containing Confidential Information and any copies thereof, whether prepared by the Consultant or others. Following termination, the Consultant will not retain any written or other tangible (including machine-readable) material containing any Confidential Information.

6. BUSINESS RELATIONSHIPS

6.1 Nonsolicitation.

The Consultant acknowledges that the Company's relationships with its employees, customers, and vendors are valuable business assets. The Consultant agrees that, during the term of this Agreement and for one (1) year thereafter, the Consultant will not:

(a) either directly or indirectly, solicit or attempt to solicit any employee of the Company to terminate his, her, or its relationship with the Company to become an employee, consultant, or independent contractor to or for any other person or entity, or

(b) directly or indirectly, through or on behalf of any other individual or entity, use any information that constitutes a "trade secret" within the meaning of the Uniform Trade Secrets Act ("UTSA") to solicit, entice, or induce any business from any of the Company's clients (including actively sought prospective clients) or vendors. Further, the Consultant agrees that during the term of this Agreement, the Consultant will not, without the Company's express written consent, engage in any business activity that is competitive with, or would otherwise conflict with his or her relationship with the Company.

6.2 Non-exclusivity.

The Parties acknowledge that this Agreement is non-exclusive and that either Party will be free, during and after the Term, to engage or contract with third parties for the provision of services similar to the Services.

7. LIMITATION OF LIABILITY

To the extent permitted by applicable law:

(a) in no event will the Company be liable under any legal theory for any special, indirect, consequential, exemplary or incidental damages, however caused, arising out of or relating to this Agreement, even if the Company has been advised of the possibility of such damages; and

(b) in no event will the Company's aggregate liability arising out of or relating to this Agreement (regardless of the form of action giving rise to such liability, whether in contract, tort or otherwise) exceed the fees payable by the Company hereunder.

8. INDEMNIFICATION

The Consultant will indemnify and hold harmless the Company and its affiliates, employees, and agents from and against any and all liabilities, losses, damages, costs, and other expenses (including attorneys' and expert witnesses' costs and fees) arising from or relating to any breach of any representation, warranty, covenant, or obligation of the Consultant in this Agreement or any intentional misconduct or negligence by the Consultant or any of the Consultant's agents or subcontractors in performing the services. In the event of any third-party claim, demand, suit, or action (a "Claim") for which the Company (or any of its affiliates, employees, or agents) is or may be entitled to indemnification hereunder, the Company may, at its option, require the Consultant to defend such Claim at the Consultant's sole expense. The Consultant may not agree to settle any such Claim without the Company's express prior written consent.

9. NOTIFICATION OF NEW EMPLOYER OR ANY THIRD PARTY.

Upon termination of the Consultant's engagement, the Consultant consents to the

notification of the Consultant's subsequent employer or any third party of the Consultant's rights and obligations under this Agreement, by the Company providing a copy of this Agreement or otherwise.

10. MISCELLANEOUS

10.1 Assignment.

Neither party will assign, sell, transfer, delegate or otherwise dispose of, by operation of law or otherwise, this Agreement or any of its rights or obligations under this Agreement; provided, however, the Company may assign, sell, transfer, delegate or otherwise dispose of this Agreement or any of its rights and obligations hereunder as part of a merger, consolidation, corporate reorganization, sale of all or substantially all of the Company's assets of the business to which the Consultant's services relate, sale of stock, change of name or similar event. Any purported assignment, sale, transfer, delegation or other disposition, except as permitted herein, will be null and void. Subject to the foregoing, this Agreement will be binding upon and will inure to the benefit of the parties and their respective successors and permitted assigns.

10.2 Notice.

Any notice, request, demand or other communication required or permitted hereunder will be in writing, will reference this Agreement and will be deemed to be properly given:

- (a) when delivered personally;
- (b) when sent by facsimile, with written confirmation of receipt by the sending facsimile machine;
- (c) five (5) business days after having been sent by registered or certified mail, return receipt requested, postage prepaid; or
- (d) two (2) business days after deposit with an express courier, with written confirmation of receipt. All notices will be sent to the address

set forth on the signature page of this Agreement and to the notice of the person executing this Agreement (or to such other address or person as may be designated by a party by giving written notice to the other party).

10.3 Severability.

If any provision of this Agreement is, for any reason, held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law.

10.4 Waiver.

The waiver by either party of a breach of or a default under any provision of this Agreement will not be construed as a waiver of any subsequent breach of or default under the same or any other provision of this Agreement, nor will any delay or omission on the part of either party to exercise or avail itself of any right or remedy that it has or may have hereunder operate as a waiver of any such right or remedy.

10.5 Governing Law and Venue.

This Agreement and any action related thereto will be governed and interpreted per the laws of the Province of Ontario, without giving effect to any conflicts of laws principles that require the application of the law of a different jurisdiction. The Consultant hereby consents to personal jurisdiction and venue in the province and federal courts for the county in which the Company's principal place of business is located for any lawsuit filed which arises from or relates to this Agreement.

10.6 Gender.

Words in the singular mean and include the plural and vice versa. Words in the masculine mean and include the feminine and vice-versa.

10.7 Headings.

The headings used in this Agreement are for convenience only and will not be considered in construing or interpreting this Agreement.

10.8 Entire Agreement.

This Agreement (including the Exhibits attached hereto, which are incorporated herein by reference) is the final, complete and exclusive agreement of the parties regarding the subject matter hereof and supersedes and merges all prior or contemporaneous proposals, discussions, negotiations, understandings, promises representations, conditions, communications and agreements, whether written or oral, between the parties regarding such subject matter and all past courses of dealing or industry custom.

Exhibit C

Timeline

Discovery Phase (2 weeks)

- Gather information about brand, target audience, and website goals
- Conduct website audit to identify areas for improvement
- Define scope of redesign

Design Phase (4 weeks)

- Create wireframes and prototypes
- Develop visual style guide
- Revise designs based on feedback

Development Phase (6 weeks)

- Develop new website using responsive design principles
- Optimize site for search engines
- Integrate necessary functionality

Testing and Launch (2 weeks)

- Conduct thorough testing to ensure site is fully functional and user-friendly
- Migrate site to new hosting platform
- Configure all necessary settings
- Launch site

Total Project Timeline: 14 weeks

Please note that the timeline is subject to change based on the complexity of the project and the timely provision of information and feedback from the client. Any changes to the timeline or scope of work will be communicated to the client promptly.

We look forward to working with you to create a website that reflects your brand and engages your target audience. If you have any questions or concerns, please do not hesitate to contact us.

[Signature Page Follows]

Signature Page

IN WITNESS WHEREOF, the parties have caused this Scope of Work to be executed by their authorized representatives as of the Effective Date.

COMPANY

The Proganica Brand Development Company

ADDRESS

626 Mountain Maple Ave
Waterloo, ON N2V 2P4

Organized In
Ontario, Canada
Authorized Signature

COMPANY

Salon Label, Inc.

ADDRESS

1586 Agnew Avenue
Victoria, BC V8N 5M5

Organized In
British Columbia, Canada
Authorized Signature

Printed Name and Title
Syd Salmon, President
Date: September 21, 2023

Printed Name and Title

Date: September 21, 2023

In witness
Signature

In witness
Signature

Printed Name and Title

Date: September 22, 2023

Printed Name and Title

Date: September 22, 2023

Please sign the signature page and return it to us by email at sksalmon@gmail.com.

Signatories intend to be bound by the Terms and Conditions of this Agreement with Proposal Id: SKS20130605.1, if the Signature Page is severed from the document. Please retain a complete copy of the Agreement.