Monday, September 09, 2019

The Authority

**S-21 Apparels Ltd**

Dhaka, Bangladesh. .

**Sub: Financial Proposal for Website Design and Development**

Dear Authority.

Warm Greeting from **Mass Ideation**!!!

Thank you for your interest in partnering with **Mass Ideation** for your website development project. We offering website development services, we know how challenging it can be to find the right agency for your web development needs.

At **Mass Ideation** we hold one goal above all others: 100% client satisfaction. Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we’re dedicated to building the perfect website for your company on-time and on-budget.

In this proposal, you’ll find examples of our past work along with what we feel is the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms.

* Easily update page content and images
* Integrate with analytics software to track page and site performance
* Post new content to your company blog

**SITE STRUCTURE**

1. Admin Panel
2. User System (Register, Visitor, Admin, Editor)
3. 7/8 Pages
4. Social Media Integration
5. Responsive
6. Menu System
7. Dynamic etc.

**EXECUTION TIMELINE**

The following table details our projected execution timeline for your website development project.

|  |  |  |
| --- | --- | --- |
| **SL** | **Stage** | **Completion Date** |
| 01 | Collected Project Documentation | Date Fixed After Agreement |
| 02 | Graphics Design & Company Images |
| 03 | Website Design Complete |
| 04 | Website Development Complete |
| 05 | Testing |
| 06 | Website Launch |

Disclaimer: The dates in the table above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.

**PROJECT COSTS**

The table below details the costs associated with this project. Invoices will be sent to **S-21 Apparels Ltd** on the dates indicated below

|  |  |  |  |
| --- | --- | --- | --- |
| **SL** | **Name** | **QTY** | **Price** |
| 01 | *Web Application Design & Development* | *1* | *40,000/-* |

***Cost per Web Application Design & Development @ 40,000/- [Excluded VAT & TAX]***

**TERMS OF AGREEMENT**

**1. Authorization**

1. **S-21 Apparels Ltd** is engaging **Mass Ideation**, as an independent contractor for the **S-21 Apparels Ltd** website development, deployment.

**2. Payment**

1. Fees to **Mass Ideation** are due in accordance with the above listed pricing table. Fees for 50 % advance will be invoices on the 1st business day. All payments will be made in **Mass Ideation**.

**3. Completion**

1. **Mass Ideation** and **S-21 Apparels Ltd** must work together to complete the project in a timely manner. **Mass Ideation** agrees to work expeditiously to complete the project no later than Launch. Date (depending on date of acceptance of agreement).

**4. Assignment of Project**

1. **Mass Ideation** reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

**EXECUTIVE SUMMARY**

**S-21 Apparels Ltd** requires a full website build to support your digital growth strategy. This website will allow you expose your brand to organic audiences via search engines, leverage digital advertising to boost lead generation, and deploy content marketing to build brand awareness and authority.

**Mass Ideation** is uniquely qualified to build the website that you desire, due to our in-house team of designers, writers, and developers, and our experience working with clients in **S-21 Apparels Ltd.**

Thanks again for the opportunity to earn your business!

****Mass Ideation**

*BLOCK-D, ROAD-3, HOUSE-50/i,*

*BASHUNDHARA R/A, DHAKA-1212.*