FDI Design Inc

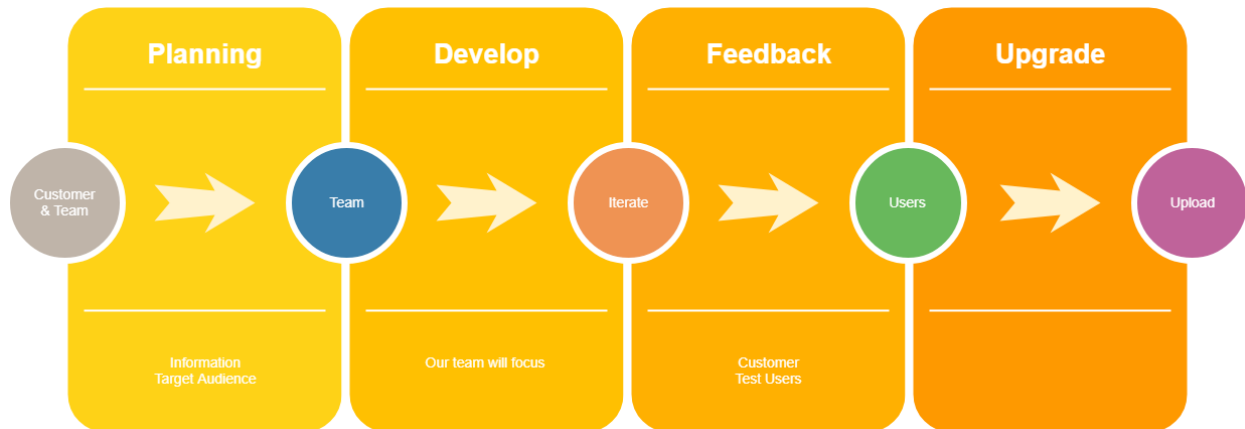# Credit Card Cautions

2018

Introduction

Dear client, we are glad to have reached contact and would like to introduce you to our team. We are a group of talented web designers with advanced skills and we are keen to show you our work. We would be pleased to share our portfolio of finished projects and grant you prove we are the best option for you and your business.

Problem & Methodology

First of all, we would like to justify our partnership and tell you why a website is a great option these days. The Internet has taken most of media by surprise, more and more people and getting into social media either through a computer or a mobile phone. Discovery is one of the most important aspects in a web browser, so the past facts combined equal a client which will look into something he likes and probably expect to find your business in a website, which means if you don't have one you could be losing potential clients right now.

Second, having a website will show your customers you are an established business and will gain their confidence. And third, many of the big players also have an app for their marketplaces, meaning a website is just half of the equation, and we all know businessmen

don't like to stay behind new trends.

Planning	Develop	Feedback	Upgrade
Customer & Team → Team	Iterate	Users	Upload
Information Target Audience	Our team will focus	Customer Test Users	

Strategic Goal

1. **Partnership:** Our strategic goal is to establish a long-term partnership with you where we can work together as peers helping scale your objectives and reach as many people as needed to spread your message and let them know about the ways they can get in contact with you.

2. **Visibility:** As it has been mentioned throughout this proposal, reaching as many relevant users as possible and spreading the information

Team

Our team members have an impressive background, and we are keen to contribute with our partnership to get the best ideas. Our plan consists of constant feedback between us to make sure only the best stays in the website, while we take care of the small details that might come along the run. We have a wide variety of tools and a set of known hosting services (AWS, Github), but that is nothing you have to worry about as we will guide you through the process of choosing one and include all the art necessary to appeal to your target audience.

Costs

Speaking of prices, we would charge between 5-8 per hour. Depending on the time spent and the agreement we can settle, plus side costs, I think we may come to a good deal that can benefit both us. The next section of considerations will also have an effect in the cost of the website.

Description	Cost	Total
Website development	$5 hr.	$45
SEO	$15	$15
External Services*	$90	$90
Domain**	$50	$50
Miscellaneous	$15	$15
	Total	$215

*Hosting and subscription

**Dues to it being from a different provider, we decided to place *Domain* on a section of its own

Considerations

It really depends on your target audience and the goals you want to accomplish the way we will go through the development of the site. Also, communication is really important so we can keep iterating through the system until we have something that the user likes.