



# BUILD YOUR DIGITAL PRESENCE

Project proposal: **Responsive Website Development Proposal**

Client: **Homely**

Delivered on: **August 27, 2023**

Submitted by: **Imtiaz Ijaz Ahmed**



# OVERVIEW AND GOALS

Dear Abrar Rashid

It was a great discussion with you on your upcoming project.

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer so websites were designed and developed for that standard experience. Increasingly, people are viewing the web on a variety of devices - tablets, smartphones, and other mobile devices. If your website doesn't support those devices, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate and you may end up with a frustrated user. Statistics show that most users don't convert when using small-screen devices which means you may be losing out on valuable business opportunities.

The Bizcope team can turn this problem around using *responsive design*. We'll redesign your website's front-end templates to adapt and scale to whatever kind of device the user is viewing from while maintaining your existing look and feel and improving overall performance. We'll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

We want to improve your conversion rate by 50% for mobile users which, given the current percentage of users who visit websites on mobile devices currently, should impact sales by 20% per month. Now that's what you'd call responsive, don't you agree?

Sincerely,

Nahid Hasan  
Managing Director & CEO  
Bizcope Digital Limited

**TAKE YOUR BRAND FROM NOW TO NEXT**

*Experience The Progress*



sortlist



DESIGNRUSH



## WE DESIGN YOUR WEBSITE WHICH GENERATES SALES

A good user-experienced website can improve your online sales & conversion. We do not just build a website; we build a memorable website journey with you. 94% of first impressions are created based on the design of your business's site. We strongly believe our website design sample work speaks for itself.



# OUR PROVEN PROCESS & ROADMAP

These four steps can ensure your fantastic digital presence:

Research & Mind Mapping	<b>1st Week</b>
UI/UX Determination	<b>2nd- 4th Week</b>
Web Development	<b>5th-8th Week</b>
Feedback and Further Modification	<b>9th-12th Weeks</b>

# DEVELOPMENT TEAM STRUCTURE

Role	Number of Experts
Technical Project Manager	1
Sr. WordPress/Laravel Developer	1
Jr. WordPress/Laravel Developer	1
UX Researcher	1

# TECHNICAL FUNCTIONALITY

## USER EXPERIENCE & INTERFACE DESIGN

### UX Research

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- Information Architecture
  - Wireframing
  - Prototype design
  - Visual & interaction design
- 

## WEB MODULES & FUNCTIONALITY DEVELOPMENT

### Landing & General Page Module Development

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- Landing Page
    - Global Menu
    - Interactive Slider / Banner
    - Counter
    - Highlighted product
    - Social Network Links
    - Footer
- 

### General Page & Sub Sections

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- Contact us: Contact details, Location map, contact us form, etc
  - Terms of Use, Privacy Policy etc
-

## **Content Management System Integration**

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- CMS User Management
  - Page & Content Management
  - Media Management
  - Post Management
  - Form Data Management
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## **Performance & Security Optimization**

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- Browser Compatibility
  - Web Security
  - Performance Optimization
  - Analytics Tool Integration
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# **ECOMMERCE MODULES & FUNCTIONALITY DEVELOPMENT**

## **Product Listing & Details Pages**

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- Product Category
    - Product Category List
    - Search & Filter
  - Product Details
    - Title of the Product
    - Product Specification
    - Product Images
    - Price, Old Price (Discount), Shipping
    - Attributes (Size, Color)
    - Available Quantity
    - Buy Now / Add to Cart, Save for Later
-

## User Account & List

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- Registration
    - User Registration
    - Register with Facebook & Google
    - Sign in & Out
    - Sign In with Email or Phone Number
    - Phone Number Verification
    - Password Recovery
- 

## Cart & Checkout

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- Cart Management
    - Add & Edit Cart
    - Price Update Notification
  - Checkout for New Customer
    - Checkout as Guest, Register User & Openid (Facebook & Google)
    - The customer will be asked to provide Name, Phone No & address
    - Register new customers during checkout
    - Email or SMS Auto-Generated Password & Registration Info
  - Checkout For Registered Custom
    - Upon successful sign-in, users contact information will be displayed
    - Contact / Delivery information can be changed
  - Order Summary
  - Payment Method
    - Cash On Delivery
    - Payment gateway Integration
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## QA, UAT, DEPLOYMENT, DOCUMENTATION & TRAINING

### Deployment

- Website deployment process on the client-server

### User Manual & Training

- Module-based user manual with necessary screenshots in PDF format
- Recorded Video will be provided

Investment in website development in WordPress	BDT 89,000
Investment in website development in Laravel	BDT 2,99,000

\*5% VAT will be added

## INVESTMENT IN HOSTING

Shared Hosting	10 GB SSD Hosting/Year	BDT 8,900
Shared Hosting	20 GB SSD Hosting/Year	BDT 15,900
Cloud Hosting	50 GB SSD Hosting/Year (Approx)	BDT 60,000

# TERMS BETWEEN BIZCOPE AND HOMELY

We'll always do our best to fulfill your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong.

In this contract, you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future.

StudioSo in short; You (Homely), are hiring us Bizcope Digital Limited located at 89/7 Gopibag Biswa Road, Nadian Tower, to design and develop a website for the estimated total price mentioned above.

## WHAT DO BOTH PARTIES AGREE TO DO?

This agreement ("Agreement") is entered into on [Date] between Bizcope Digital Limited ("Developer") and Homely ("Client").

**1. Scope of Work and Deliverables:** The Developer agrees to provide website development services as outlined in the project proposal. The Client agrees to provide all necessary content, images, videos, and other materials required for the completion of the project.

**2. Content Delivery and Project Timeline:**

- The Client commits to providing all required materials, including content, images, videos, and other information, within [Timeframe] from the project commencement.
- If the Client fails to deliver the required materials within the specified timeframe, the project timeline may be adjusted accordingly, and the Developer shall not be held responsible for any resulting delays.

**3. Project Completion and Transfer:**

- The Developer will initiate the final website transfer only after receiving the second 40% payment.
- The Client acknowledges that any delays caused by non-payment may affect the project timeline.

#### **4. Change Requests and Additional Work:**

- Any changes or additional work requested by the Client beyond the original scope may lead to project delays and may or may not incur additional charges depending on the complexity of the work.

#### **5. Intellectual Property:**

- The Client retains ownership of all content, images, videos, and materials provided for the project.
- The Developer retains the right to display the project in their portfolio.

#### **6. Termination:**

- Either party may terminate the project in writing due to a substantial breach of this Agreement.
- In the event of termination, the Client shall compensate the Developer for the work completed up to that point.

#### **7. Payment Terms:**

- **Phase A:** The Client agrees to pay an initial deposit of 60% of the total project cost upon signing this Agreement.
- **Phase B:** The remaining 40% of the total project cost is to be paid before the website is transferred from the Developer's server to the Client's server.
- 100% payment is required in advance for domain and hosting services if you choose to procure them through us.

# YOUR INVESTMENT-SOCIAL MEDIA MANAGEMENT

Description	Startup	Go like a Pro	Samples
Creative Static Content:	04 Per Month	08 Per Month	<a href="#">Creative Image</a>
Short Dynamic Content	01 Per Month	02 Per Month	<a href="#">Dynamic Videos</a>
AD Copy (Copywriting)	As needed	As needed	
Competitor analysis	Yes	Yes	
Social Media Page/Account Management (Facebook, Instagram, LinkedIn)	Yes	Yes	
Meta Ads/Facebook Ads Campaign creation & Management	Yes	Yes	
AD Funnel Creation	Yes	Yes	
AD campaign Strategy	Yes	Yes	
Data Analysis	Yes	Yes	
Content Calendar Creation	Yes	Yes	
Research and Scale-Up Opportunities	Yes	Yes	
Facebook pixel setup	Yes	Yes	
Custom Audience Creation	Yes	Yes	
Retargeting funnel creation, and management.	Yes	Yes	
Dedicated Project Manager	Yes	Yes	
<b>Per Month Investment</b>	<b>BDT 39,000*</b>	<b>BDT 49,000*</b>	
<b>Media Buying Investment (Approx)</b>	<b>USD 500-1000</b>		

\*5% VAT will be Added

# AD-HOC SERVICES

## CORPORATE PHOTOGRAPHY & VIDEOGRAPHY

Description	Investment
<b>Corporate Videography (without Voice-over)</b> The investment has the potential to increase depending on a variety of factors, such as specific project requirements, duration, and any additional adjustments that may arise	BDT 89,000-BDT 2,49,000
<b>Corporate Photography (8-hour session/day)</b> The investment has the potential to increase depending on a variety of factors, such as specific project requirements, duration, and any additional adjustments that may arise	BDT 49,000-BDT 89,000

\* **15% VAT will be Added**

## RESOURCES THAT WILL BE ALLOCATED

	Number of resources	Approx Hrs./month
Digital Marketing Strategist	1	10
Media Buying Specialist	1	10
Creative Designer	1	12/24
	3	<b>~ up to 28/40</b>

## TERMS & CONDITIONS:

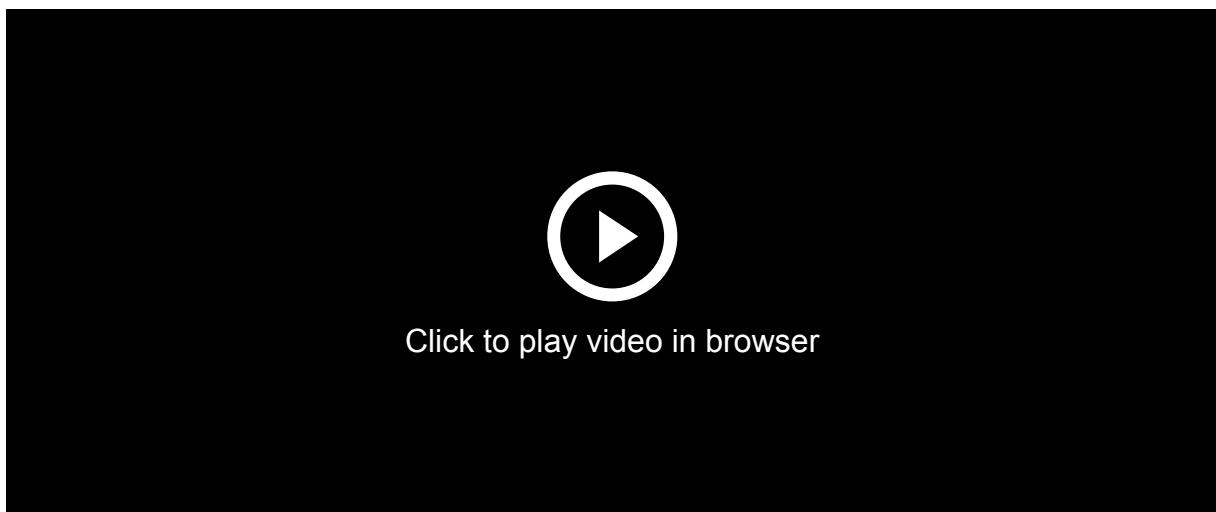
- Will provide a Dedicated Project Manager
- Contract Period: **12 Months**
- Payment needs to be paid in advance every month.
- Reporting: Biweekly report in Excel sheet.
- In case of termination of service, two months' advance notice has to be provided.
- **VAT** - Costing is exclusive to all kinds of VAT 5%. VAT will be added to the cost during invoicing. Ref (Recent Amendment, Gadget 98615, SRO No. 239 - 2012/ 656- VAT)



## BIZCOPE YOUR STRATEGIC BRAND PARTNER

With 13+ years of experience in the Digital Industry, we proved that the combination of strategic thinking and expertise creates a fascinating experience. You might have found lots of digital marketing agencies. But no one can own your business like what does actually and we always treat them as our partners.

If you want to hit the road, definitely Bizcope is the best solution for you. Join the winning team and let us craft the best digital strategy for you that will skyrocket your profits and take your company to the highest pick.



**NUMBERS**

**SPEAK!**



WE HAVE  
COME A  
LONG  
WAY!

**13+**

YEARS EXPERIENCE

**1000+**

CLIENTS

**50+**

BRAINS TO SUPPORT

**02**

OFFICES WORLDWIDE

## OUR JOURNEY AT A GLANCE...

**2010**

Started  
Our Journey

**2013**

Re-branded  
to  
Bizcope

**2014**

Featured As a  
Fastest Growing  
Agency

**2016**

Featured on  
Maasranga TV

**2020**

BASIS  
Outsourcing  
Award

**2020**

US Office



# BRANDS WHO TRUST US



# GLOBAL BRANDS WHO TRUST US

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wonderful



Morgan Julia Designs



— WEGOTTEEZ.COM —



**অসম** মোবাইল কোম্পানি হচ্ছে বাস্তু যে একটি অফিশিয়েল প্রক্টিশনে চালিগোপ করে যে সব অসমীয়াদের মুক্ত আসে। আসুন প্রক্টিশনে চালিগোপ সত্ত্বেও মোবাইলে যাওয়া এবং প্রয়োগ করা যাবে।

**তথ্যপ্রযুক্তি**

সামগ্রী প্রক্টিশন নাহিদের বিজ্ঞাপন

অসম জেলা সরকার বর্ষার দুর্দশা করে এবং কর্মসূচিকে অব্যুক্তি করেছে। সত্ত্বেও অসমীয়া প্রক্টিশনের মুক্ত প্রযোগে আসে।

বিভিন্ন গোষ্ঠীগুলি একই কামোড়ে আছে। একটি প্রক্টিশনের মুক্ত প্রযোগে আসে।

বিভিন্ন গোষ্ঠীগুলি একই কামোড়ে আছে।

বিভিন্ন গোষ্ঠীগুলি একই কামোড়ে আছে।

**কৃত-প্রোগ্রাম আঙুলী ডিসকাউন্ট**

২০১৫ সালে এসে কৃতি এর সময় বাবু কৃতি এসে বিভিন্ন গোষ্ঠীগুলি একই কামোড়ে আছে।

## তথ্যপ্রযুক্তি

### সফল প্রাতগ্রহণ নাহিদের বিজ্ঞাপন

**উপায়-এ মত দেনদেন তত মুরাদ্বার**

অসম প্রক্টিশন নাহিদের বিজ্ঞাপন

অসম প্রক্টিশন নাহিদের বিজ্ঞাপন

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অসম প্রক্টিশন নাহিদের বিজ্ঞাপন

**বিষ্ণুর ৩০ দিনে সেবা নিয়ে বালামুন্দৰের বিজ্ঞাপন**

**G Bizcope**

অসম স্মৃতি প্রক্টিশন নাহিদের বিজ্ঞাপন

প্রমাণ-এ ২০২০ তাকা কাশ ইন/আড়ি মান করে সর্বোচ্চ লেনদেনে জিতুন স্মার্টফোন আৰে বাহিৰ

**কালৱ কৰ্ত্তা**

অসম স্মৃতি প্রক্টিশন নাহিদের বিজ্ঞাপন

**বিজ্ঞপ্তি**

অসম স্মৃতি প্রক্টিশন নাহিদের বিজ্ঞাপন

**১৪ জিবি**

অসম স্মৃতি প্রক্টিশন নাহিদের বিজ্ঞাপন

**অসম-এ  
খৰচ কমলা**

**১৪**

**১০**

**১৪**

**১০**

**১৪**

**১০**

**১৪**

**১০ ঘণ্টা প্রক্টিশন চার্জা**

অসম প্রক্টিশন নাহিদের বিজ্ঞাপন

## Featured In

কালৱ কৰ্ত্তা

১০ ঘণ্টা প্রক্টিশন চার্জা

নয়া দিগন্ত

# SOME SUCCESS STORIES OF OUR LAST 11+ YEARS JOURNEY





SIGNATURE

Imtiaz Ijaz Ahmed

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Imtiaz Ijaz Ahmed

Sr. Manager Business Development



SIGNATURE

Abrar Rashid

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Abrar Rashid

Homely