

# Website Proposal for KC Bible Shop

**Prepared by:** Pholosho Kwetepane & a Team of Professional Website Developers

**Purpose:** Professional Website Development for KC Bible Shop

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## Overview

KC Bible Shop is a valued local Christian bookstore serving the Marshalltown community in Johannesburg. The goal of this proposal is to provide a professional website that enhances the shop's online presence, improves customer experience, and solves key business challenges.

We are a dedicated team of website developers with experience in building eye-catching, functional, and mobile-friendly websites for small businesses.

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## Problems This Website Solves

By developing a professional website for KC Bible Shop, the following business challenges are addressed:

1. **Unclear Physical Location** – Customers struggle to find the shop. The website will clearly list *Gandhi Square, Marshalltown* with a Google Map.
2. **No Operating Hours Online** – Customers do not know shop hours. The website displays operating hours prominently.
3. **No Online Product Catalogue** – Customers cannot view offerings in advance. The website will showcase products like Bibles, Christian books, church supplies, and gifts.
4. **No Price Visibility** – Customers are unsure about affordability. Sample prices or price ranges can be displayed online.
5. **Low Online Visibility** – The shop is difficult to find on Google. A website improves search engine presence.
6. **Limited Online Credibility** – Customers may hesitate to visit a business with no online presence. A professional website builds trust.
7. **No Central Source of Information** – Information is scattered or unavailable. The website becomes the official source.

8. **Missed Opportunities from Churches and Bulk Buyers** – Churches can easily find and enquire online.
  9. **No Easy Way to Contact the Shop** – Contact forms and WhatsApp enquiry buttons simplify communication.
  10. **Over-Reliance on Walk-In Customers** – The website attracts new customers searching online.
  11. **No After-Hours Presence** – The website works 24/7 to provide information.
  12. **No Foundation for Future Growth** – A website allows future expansion like online promotions or ordering.
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## Benefits to KC Bible Shop

1. **Increased Visibility on Google** – More potential customers can find the shop online.
  2. **Improved Customer Trust and Credibility** – Establishes KC Bible Shop as a professional and reliable business.
  3. **Centralized Business Information** – Location, hours, and contact details are clear and accessible.
  4. **Attracts New Customers** – Reaches people beyond existing walk-ins.
  5. **Supports Churches and Bulk Buyers** – Facilitates larger orders through online enquiries.
  6. **Works 24/7** – Customers can get information even when the shop is closed.
  7. **Reduces Repetitive Questions** – Common queries are answered online, saving staff time.
  8. **Professional Brand Image** – Strengthens the shop's brand perception.
  9. **Foundation for Future Growth** – Ready for features like online ordering, promotions, or announcements.
  10. **Better Customer Communication** – Contact forms and WhatsApp enquiries simplify interactions.
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## Proposed Website Features

- Modern, mobile-friendly design
  - Home, About, Products, and Contact pages
  - Clear product categories (Bibles, Christian books, church supplies, gifts)
  - Contact form and Google Maps integration
  - Optional WhatsApp enquiry button
  - Basic Search Engine Optimization (SEO)
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## Website Packages & Pricing

Package	Features	Estimated Timeframe	Price (ZAR)
<b>Professional Website</b>	Basic website with Home, About, Products, Contact, mobile-friendly	2–3 weeks	R2,500 – R3,500
<b>Website + Google Presence</b>	Includes all above + Google Business setup, SEO optimization, indexing	3–4 weeks	R4,000 – R5,500
<b>Optional Monthly Support</b>	Content updates, security updates, minor tweaks, monitoring	Ongoing, 1–2 hours/month	R500 per month ( <i>Negotiable</i> )

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## Optional Monthly Support (Maintenance & Updates)

Our monthly support package is designed to keep your website **secure, up-to-date, and running smoothly**.

**Included in the package (Flat Fee: R500 per month):**

- Minor content updates (e.g., new products, announcements)
- Security updates and website backups

- Quick design or layout tweaks
- Monitoring Google Business profile and website uptime

#### *Time allocation:*

- Up to **2 hours per month** of support is included.

#### *Additional work:*

- Any updates or tasks exceeding the included 2 hours will be **billed separately at an hourly rate**.
- This ensures you only pay for the work done while giving flexibility for larger updates or changes in the future.

#### *Benefit:*

This package ensures KC Bible Shop's website stays professional, functional, and relevant — without unexpected costs — while giving the option to scale support as the business grows.

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## Timeframes & Process Overview

### *Professional Website*

1. **Week 1 – Planning & Design:** Wireframes, design approval, brand & color selection
2. **Week 2 – Development:** Page building, contact form, product display, Google Maps integration
3. **Week 3 – Review & Launch:** Client review, revisions, final testing, launch

### *Website + Google Presence*

1. **Week 1 – Planning & Design:** Same as above, plus SEO research
2. **Week 2 – Development:** Build website with mobile-friendly, fast-loading pages
3. **Week 3 – Google Setup:** Google Business profile creation and optimization
4. **Week 4 – Review & Launch:** Client review, revisions, launch

### *Optional Monthly Support*

- Regular content updates, security checks, tweaks, and monitoring
  - First session within 1 week post-launch; ongoing 1–2 hours/month
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## Next Steps

This proposal outlines a professional website designed to **solve key business problems**, **build trust**, and **expand KC Bible Shop's customer reach**.

*Once approved:*

1. We will schedule a kickoff meeting with KC Bible Shop.
2. Finalize content, images, and branding preferences.
3. Begin development according to the selected package.

*Our team is ready to start immediately and ensure a smooth, professional process.*