
Website Design Proposal

Website Design Proposal and Letter of Agreement

Info 411 Salestech CC is pleased to submit a proposal for the development of a website to "client". The terms of this proposal are valid for Two Weeks prior to commencement of work and then for the length of the project.

Our History

Info 411 Salestech CC - Your Gateway to the Business World, offers you flexible solutions for developing a brand that will grow with your business/organization. We are a start-up company, however, we have successfully completed several pilot projects that are main pillars for development within Info 411 Salestech CC. The concept was founded on the basis of economical challenges that are faced by the youth, and to take part in assisting the (National Program for the creation of job opportunities, ASGI-SA, Accelerated Sheared Growth Initiative of South Africa) to achieve its goals and promoting the culture of self-employment for better economical mainstreaming for small businesses.

As a youth owned business we believe that we are young, resourceful, creative and productive. Today, Info 411 Salestech is established in market niches that hold a great potential to enhance how business is conducted. By providing an essential range of Smart Business Solutions, we aspire to be renowned for our capacity to assist our customers in becoming more competitive, in a world where businesses transact at an unprecedented speed. Excited about what the future holds, we would like to lead our customers to the next level, one day at a time.

What do we do?

Info 411 Salestech CC offers you the best in Business Development, Corporate Branding, Web Design and Web Hosting solutions. We are end developers, marketers and supporters of Digital marketing tools and internet applications. We use the latest technology from Adobe® technologies to provide practical, user-friendly and affordable solutions to small and medium sized businesses, organizations, social clubs, sports clubs, institutions, government, home-offices, professionals, middle managers and executives.

We offer reliable and affordable products and services that are tailor made to suit our client's needs, innovation being the drive to excellent and superior products and service design. We have set fourth our best integrated services that enable small and emerging business to take part in the elevation of the country's economy through technology and continue to brand them locally and globally, giving each business the quality corporate identity it needs.

Website Objectives

The purposes of the proposed website are 1) to provide an online presence for the business/organization. 2) to allow visitors to affiliate, buy, download, read news, advertise, and publish on the site and/or interact, connect with the business/organization and 3) to allow the business/organization to generate extra revenue from the website through advertisement campaigns. As such, it has been determined that these three objectives be broken into separate development stages such that the web presence can initially be established with the addition of the e-commerce portion (optional) following the launch of the website.

Design

Integral to the success of developing an online presence for your business/organization will be the design process and creating a professional face for the new website. In addition, the site must be clean and elegant, present information in a way that is useful to the user and persuades the user to connect and use the businesses/organizations services or products through the use of strategic marketing. To that end, Info 411 Salestech CC will work closely with the client to create a design that meets with their approval while drawing on their own experiencing in the industry. Info 411 Salestech CC will use Adobe® Photoshop® software to model as many versions of the new design as needed to provide the client with the best overall design possible.

There are certain key design features that will be built into the overall design and each will need to be approved by the client before the final design is accepted. Those features are:

- **Logo** – If the business/organization has a logo, the client will provide their own font to Info 411 Salestech CC to be used on this project or Info 411 Salestech CC will match the font as closely as possible. If needed a logo design will be developed on behalf of the client.
- **Navigation** – One of the most important elements of any site, it will be particularly important to create a navigational system that maintains the overall feel of the site while making the site intuitive to navigate.
- **Colors** – The design will be built around a coordinated color palette that will provide the professional and elegant look desired by the client while maintaining the cohesiveness of the website.
- **Fonts** – The fonts' family, size and color combine to maintain a professional and cohesive feel.
- **Images** - Photos, graphics and individual product images will be submitted by the client and may be modified in Photoshop to meet the overall design requirements of the site.
- **Layout** – The design must take into account the content that will appear in the site to ensure its usefulness and readability. Certain elements will need to be highlighted more so than others, so Info 411 Salestech CC will work with the client to determine what the best layout should be.
- **Overall** – Once all the elements are pulled together, the client will determine if the design meets their needs and those of their users.

Content

For the initial phase of development (the online presence), Info 411 Salestech CC will work with the client to create content for the following pages:

- **Home** – This page will be the starting point for most, if not all, users, and so will need to provide the broadest amount of information while maintaining a clean and professional appearance.
- **About Us** – Client will provide information regarding the history of or other appropriate information regarding their company.
- **Blog/News** – Provide company/organizational news updates, events, publication and other related news published by the business/organization owners
- **Contact Us** – Contains contact information for the client along with a link to the Information Request form.
- **Information Request/Contact Form** – A form for visitors of the site to fill out and submit, which will send a formatted email to the client.
- **Instructional Pages** – These pages will assist users in choosing their service and/or products along with helpful hints and checklists for specific occasions.

For the final phase of development, Storefront e-commerce software will be integrated with the website to create a database of products in a format that will be manageable by the client. As part of this package, the following pages will be included:

- **Product/Service Pages** – Products/Services will be grouped by categories to be determined by the client or will appear as the result of a customized search.
- **Search Page** – Will allow users to search on products/services based on criteria to be determined by the client.
- **Shopping Cart** – Will maintain the list of items to be purchased/ordered/subscribed to by the members/users/clients/ customers as they peruse the site.
- **Checkout Form** – Will collect the user's address and information to complete the sale/affiliation/subscription.

The Storefront software is usable with either a merchant account supplied by the client or may be integrated with Paypal (for South African businesses/organization a FNB – First National Bank account is required to setup Paypal), to allow secure, online credit card transactions without obtaining a merchant ID, the client will most likely choose to use the Paypal integration at this time.

Accessibility

Info 411 Salestech CC shall work with the client to create comprehensive and targeted Meta tags and page titles for indexing the site with search engines and Info 411 Salestech CC shall submit the website to various "free" search engines for indexing Free of charge. Info 411 Salestech CC will also work with the client to submit the site to local, online business directories as they are discovered. Note: search engines may require 2-4 weeks to authorize site submission. Future submissions and fee-based engines shall be the responsibility of the client.

Site Maintenance

Hosting and maintenance will be the responsibility of the client unless they chose to use Info 411 Salestech CC for hosting and maintenance at the monthly rate of R199.00, billed monthly or the client may choose to pay R2100.00 annually for hosting and maintenance. Upon determining a host for the site, client will provide Info 411 Salestech CC with the appropriate logon information to ensure that the site is able to be uploaded using FTP software. Corrections to the site as delivered are included at no additional cost and subsequent changes and updates to the site will be billable at the rate of R75 per hour.

Pricing

The bid price for the design and development of the client's website shall be R 4800.00. R 2400.00 of the total shall be due upon signing of the contract, and then R 1200.00 due upon completion of the web presence stage and launching of the site and the final R 1200.00 due upon completion of the e-commerce portion of the site.

Timeline

Info 411 Salestech CC estimates two weeks to complete this project, dependant upon the availability of content and your response.

Contact Information

Tshepo Nkabinde

Info 411 Salestech CC

5369 John Gomomo Street

Delmas, 2210

Mobile : +27 73 166 2066

Email Enquiries: enquiries@info411salestech.com or info411salestech@gmail.com

Email Sales : sales@info411salestech.com

Website : www.info411salestech.com

Contract Signatures

Pricing

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Please sign below to signify your acknowledgement and acceptance of all terms spelled out on this and previous pages.



Info 411 Salestech CC

Date: 30/11/2012

CLIENT NAME

Date: _____

NOTE: The down payment and contract must be received before work will commence. Please make all payments to the following account and send the contract signatures along with proof of payment:

Account No : 62313925086
Bank Name : First Rand Bank (First National Bank)
Branch Name : Delmas, Tvl 206
Branch Code : 270244
Account Type : Transmission Account/Current Account

Contact Information

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