Web Design Proposal

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Introduction

Quodex Kenya (hereafter known as the Provider) is pleased to submit a proposal for the web site development of Pistis Insurance Brokers (hereafter known as the Client). This proposal describes the technology, services, terms, and schedule for the web site development project.

In the digital age, a web site frequently serves as your business or organization's front entrance through which many customers will pass. Our mission is to give you a professional on-line presence that will generally enhance your organization's image and branding, as well as move prospects through the sales process.

About Us

Quodex Kenya is a top provider of professional web site design and development, IT solution and online marketing. We have over 4 years of experience in the web development field with a long list of satisfied customers. We will be happy to provide additional references upon request.
We have a clear understanding of the web site development requirements, and we have the knowledge, skills and experience to successfully complete the web site project.

Web Development Project Description

In order to develop a web site that fulfills all the goals of the web site development project, the proposed web development will take place in several distinct phases:

Planning: Here the scope, requirements, and description of the final web site will be determined and documented, including the overarching site goals, number of pages, site hierarchy, merchandizing needs, language and web tools used, plus forms, animations/graphics, and other specialized content.

Concept Design: Sketches and/or page mock-ups are created that reflect the general appearance and the look and feel of the website for visitors. Once these are reviewed and approved web development will begin.

Creation and Coding for Primary Pages: Primary site (i.e. top level) web pages are created in the previously determined language (html, PHP, JavaScipt) to meet all the appearance, performance, and content requirements. Then primary pages will be reviewed by the Client with appropriate feedback for revision.

Primary Page Revisions/ Creation and Coding for Secondary Pages: Primary web site pages are revised in accordance with the review/feedback. All site secondary pages are created.

Web Site Review and Testing: The finished web site will be reviewed and all functional aspects

Acceptance and Project Completion: Once revisions and modifications resulting from reviews are complete, the web site will be uploaded and go live. After a successful one week trial period, the web site project will be considered complete.

Services & Technology

The web development project will be completed in the following way:

1. The Provider will assign a web project manager to oversee the project and serve as a single point of for project communication. The provider project team will also consist of additional web developers and other support staff members who will contribute as project requirements dictate.

2. The client will also be required to provide a contact person (project manager) during the development process until the project is complete.

N/B This proposal only covers web site development. The Provider will be happy to provide an on-going maintenance and support proposal.

Deliverables & Testing

The Provider will deliver the following items during or at the conclusion of the software development project:

1) Fully functional and approved web site in the required language(s) uploaded to the clients designated servers.

The timeline for project milestones and deliverables is listed in Table 1.

Table 1: Web Development Timeline

Milestone	Description	Duration
1.	Planning	4 Days
2.	Concept Design	3 Days
3.	Primary Page Development	4 Days
4.	Secondary Page Development	1 Week
5.	Review and Testing	1 Day
6.	Final Revision and Acceptance	1 Day

Terms and Agreement

The terms for the web development project are defined below:

- Comprehensive Web Development Project 3 Weeks for Total Ksh. 25,500
Upon acceptance, the client will be required to make a down payment of half the total amount of the project.

Payment for the project is broken down as follows:

- Concept Design Complete-- Ksh. 5,000.00
- Primary Page Development Complete-------------------------------Ksh. 8,000.00
- Secondary Page Development Complete -------------------------Ksh. 9,500.00
- Final Revision and Acceptance Complete ------------------------ Ksh. 3,000.00

PORTFOLIO

These are some of the many websites that we have successfully done:

Conclusion

Again, we are happy to present this proposal for your review. Upon acceptance of this proposal, the Provider will draft a comprehensive statement of work for your review that will serve as the project contract between the Provider and the Client.

If you have any questions or need additional information amended to the proposal, please let us know. You can reach me directly by phone at 0723065923 or by email at wagandamavin@gmail.com