ALLAN CATADMAN

WEB DEVELOPMENT PROPOSAL

BRAND CONCEPTS Company / Ayesa Peredo / July 23, 2012

PROPOSAL

PROJECT :

Development and Hosting of the Website of BRAND CONCEPTS Company

DESCRIPTION :

The Brand Concepts Website is envisioned to be a professional and elegant looking website that will showcase the company's information, services, products, and business presence. Because of its nature, this dynamic site will potentially be powerful and functional, but must be appealing and must be user-friendly enough while having a functional front-end design that maximizes it for both site admin and external user.

TECHNICAL DEVELOPMENT :

System: It is recommended that the website be developed using a web content management system (CMS), so that content can be updated regularly without the need to adjust the design each time. The system to be used for the development of the website is Wordpress – a CMS which has the capability to make truly functional for content update and other features. The website will have Web 2.0 looks, developed using custom XHTML powered by CSS featuring clean codes for a fast loading site, and jQuery framework as alternative for flash presentation. The website will be designed using principles of front-end usability to ensure better site navigation and presentation. The website will be optimized for Search Engine Optimization (SEO).

Features: The website will include six to seven initial pages (e.g. Home, About Us, Services, Products, Manufacturing, Request a Quote, Support, Contact Us, etc) with up to fifteen content subpages, with news section (blog type). Due to the nature of the website (CMS system) it will be possible to create additional content pages later as desired.

- Admin area for easy management and upload of content to the site
- Blog type content updating for news and updates about the company etc.
- Announcement features (email page to friends)
- Feedback / contact form
- Social networking connection

Requirements from Client

The text content of the pages, and some images like company logo, and photos of the company and products, if available, must be provided by the client.

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BRAND CONCEPTS Company
Ayesa Peredo
Quezon City, Philippines
t 0917-515-8858

HOSTING / DOMAIN

Hosting and Domain for 1 year is included in the package for this service:

Domain:
The client may provide their selected domain name, or choose from the following suggested domain names:

- www.brandconceptsph.com
- www.brandconcepts.com.ph
- www.brandconcepts.ph

Note: .ph domains - Philippine TLD for Philippine-based websites/ companies

Web Hosting:

- Unlimited hosting, unlimited bandwidth

Email Address:

- Up to 5 email addresses, web-based access

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DEVELOPMENT TIMELINE

The developer will present 2 design studies initially. Once design is approved, the website will be completed in two weeks (15 days) to a maximum of three weeks (21 days) upon receipt of all content. Client has to decide on design and structure prior to commencement of design development phase. Minor revisions will be allowed after design has been approved and the website is built.

Package Cost for Development: (please select)

PACKAGE 1:	PACKAGE 2:
Pesos 10,000 (.com domain)	Pesos 11,000 (com.ph or .ph domain)

30% down payment required

Development of the website involves web design, programming, usability analysis and includes hosting and domain for 1 year. Hosting and Domain is renewable annually at a minimal cost.

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WEB DEVELOPER

Mr. Allan Catadman

Web Designer / Developer and Front End Usability Specialist

Email: allan.catadman@gmail.com

Phone: 454-6961 / 0917-4324065 / 0929-8718638

Allan is a freelance web developer/designer, expert developer of W3C and CSS compliant websites by applying WEB 2.0 technology. He has extensive knowledge and experience in developing websites using content management systems such as Wordpress, Joomla, and developing social / membership websites using Social Engine. As a front-end usability specialist, he analyzes the website's intended function and creates a front-end design that will improve or maximize the website's "usability". Usability is a very important part of website building as it improves and enhances the overall experience of the website users by making it easy for them to navigate and use the site. Effective usability ensures that the navigational flow and organization of the site are designed to meet end-user expectations which will help improve traffic to the site.

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