



**ClientX**

**Website Re-Development**

**Proposal**

**Date:** 9<sup>th</sup> January 2007

**Version:** Final 1.0

**Status:** Commercial and Confidential

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## **1. Introduction**

This document will cover at a high level the project approach and associated costs to develop a refreshed website for CLIENTX.

The objective of this document to provide illustrative costs and time scales to enable the management of budget for the project and to illustrate the potential methodologies employed in delivering a project such as this. The content of this document is based on the preliminary design as shown below and may be subject to change as the project progresses.

### **1.1 Cost Summary**

For budgetary purposes a total investment of £1,248.50 (ex VAT) will be required in order to deliver a new web site that meets the requirements.

The price quoted is valid for 30 days.

### **1.2 Commencement**

Andacami Limited is flexible in our approach to working with our clients and we can normally commence full development work within a two week lead time subject to payment of a 20% deposit of £280.50 (ex VAT).

## 2. Understanding Your Requirements

The following represents a reiteration at a high level of the requirements of the new web site.

### 2.1 Key Drivers

The key motivation for the production of a new web site is to provide a refreshed and modern online presence.

### 2.2 Requirements

At a high level, the following are the key requirements of any proposed design and subsequent implementation.

- Design to based on template as suggested by CLIENTX
- Potential clients must be able to easily understand how to contact CLIENTX for more in-depth information
- Optional hosting costs to be quoted
- It must offer an easy means of further navigation throughout the site
- Site must be search Engine friendly
- Utilise existing site content
- Retain links

### 2.3 Assumptions

The following are the current assumptions and may be subject to further clarification by either party:

- Hosting and domain name are already in use. However, details such as FTP will need to be supplied to Andacami Limited
- The client will supply all content electronically
- Current hosting may be suitable but options are available at additional cost for new hosting service

### **3. Solution Approach**

Andacami Limited has been primarily asked to propose a service which will deliver the optimal design and publication of a new web site based on the stated requirements.

The following sections describe at a high level, the work packages required to deliver each phase of the project.

#### **3.1 Phase 1 – Information Gathering & Scoping**

This key phase will enable both parties to formally understand the requirements going forward to enable effective planning and delivery of the project.

Generally, elements of this phase include but are not limited to:

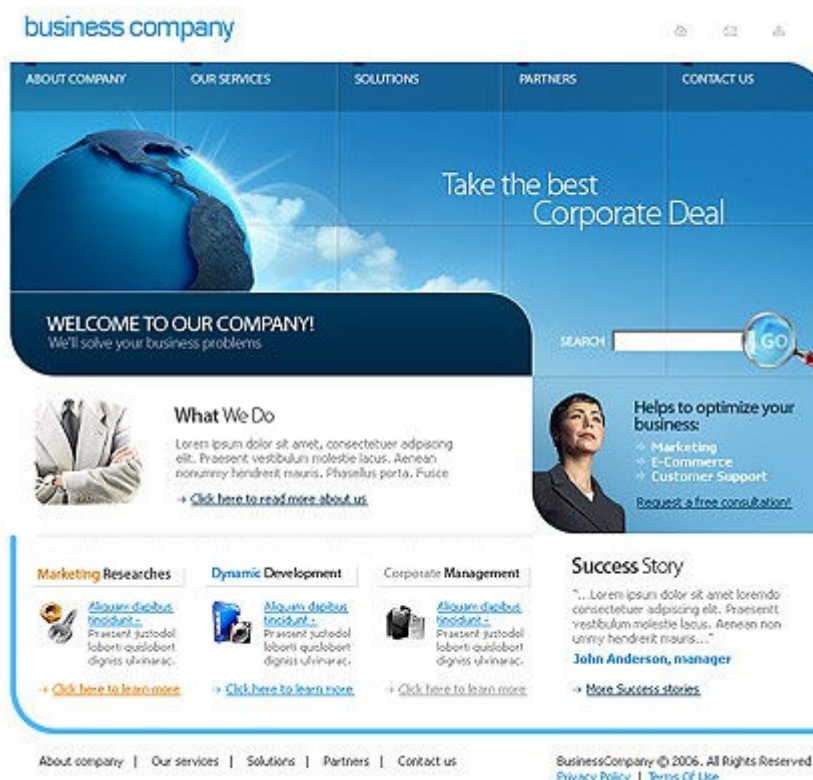
- Choice of domain name
- Forms content and function
- In and Out of scope items
- Graphical elements
- Layout and text design
- Structure of site
- Definition of features and functions
- Collation of content
- Colours
- Definition of Database schema

#### **3.2 Phase 2 – Prototypes & Sign Off**

Once the relevant information has been gathered and scope agreed, a prototype site will be developed (see Figure 1) and the final design goals agreed.

CLIENTX will have every opportunity to view the prototype design and comment on the overall look and feel. Upon agreement of the design and payment of the deposit, full production of the site will begin.

Figure 1



### 3.3 Phase 3 – Design & Development

This phase will deliver the full layout and functionality of the site as per agreed requirements. CLIENTX will again have every opportunity to view the work in progress and are welcome to make suggestions at any stage. It is during this phase that any changes in scope however, should be notified as soon as possible to enable the changes to be made within budget where feasible.

### 3.4 Phase 4 – Testing & Publication

This final phase will publish the full site to the hosting server and run a series of production tests. This will ensure the site is fit for purpose and provide one final opportunity for minor changes to be applied.

Upon receipt of final payment, ownership of the site passes to CLIENTX and a copy of the site files and any ids and passwords associated will be delivered on CD.

## 4. Optional Hosting

Should it be required, we would recommend the following hosting solutions for the new website:

- Without Security (SSL)
  - Premier Host from [www.supanames.co.uk](http://www.supanames.co.uk) @ £197.98 (ex VAT) for two years inclusive of domain name registration for the same period
- With Security (SSL)
  - Business Pro for [www.1and1.co.uk](http://www.1and1.co.uk) @ £501.07 (ex VAT) for two years inclusive of domain name and SSL Certificate registration for the same period

It should be noted that Andacami Limited charge a 10% management fee (included) for the purchase and setup of 3<sup>rd</sup> party services. This does not include any ongoing management or maintenance which can be quoted separately if desired.

## 5. Costs

The costs as described below are valid for 30 days.

Where any third party costs are indicated, such as hosting services, secure certificates, domain name registration, etc. these will be charged at cost plus 10%.

### 5.1 Design and Development Costs

The following are indicative costs split into the phases as described.

Project Stage	Stage Rate	Man Days	Total
Stage 1 – Information Gathering & Scoping	£ 220.00	1	£ 220.00
Stage 2 – Prototypes & Sign Off	£ 220.00	0.5	£ 110.00
Stage 3 – Design & Development	£ 220.00	3	£ 660.00
Stage 4 – Testing & Publication	£ 220.00	1	£ 220.00
SUB TOTAL		5.5	£ 1,210.00
VAT	17.50%		£ 211.75
TOTAL			£ 1,421.75
Item supply	Cost	Quantity	Total
			£
SUB TOTAL			£
VAT	0%	1	£
TOTAL			£
<b>TOTAL</b>			<b>£ 1,421.75</b>

Man days quoted are indicative of effort and not time scale.

## **6. Further Recommendations**

The following recommendations would be of benefit to the success of the CLIENTX website.

### **6.1 Search Engine Optimisation**

Working closely with our preferred partner, we recommend an additional investment in marketing for your website. This has the benefit of raising the profile of your business to the top of major search engine listings and is certainly most beneficial in cases where a new presence requires a higher profile or where a new service is being offered via an existing website.

We would be happy to arrange for a free, no commitment consultation if desired.

It is recommended that CLIENTX investigate the current market in terms of search engine listings for similar organisations to determine the required level of marketing for the new site.

Andacami Limited makes every effort to deliver websites that are search engine friendly and can provide advice on paid for listings for the major search engines.

## 7. Warranty

Andacami Limited provide a 30 day warranty period on receipt of final payment. During this period we agree with all reasonable endeavours to make good any errors or omissions and provide minor updates upon further agreement. We also agree that should any systems employed to facilitate the successful delivery and functionality of the site fail to meet requirements within agreed scope, we will make the necessary changes.

The warranty period will not allow for any changes in the originally defined and agreed scope, content or functionality, or other matters that may arise that are beyond the control of Andacami Limited.

Where any Service Level Agreements, (SLA's) are in place with third parties, in the event that an occasion should arise that the SLA clauses are invoked, any monies due will be credited to the client.

## 8. About Us

Andacami Limited is limited company in England and Wales, company registration number: 5177766, VAT registration number: 881815401. Our registered offices are:

Northside House, Mount Pleasant, Barnet, Herts, EN4 9EE.

We are a small business providing services and solutions to small businesses. Our primary objective is simple: *“to produce dynamic, low cost, professional web sites and provide professional IT services to SOHO and SME's that match our client's requirements and exceed their expectations”*.

Andacami Limited provides the following services:

- Web design, development and redevelopment
- e-Marketing, newsletters and search engine optimisation
- IT consultancy services
- IT support solutions
- Technical project management

We are affiliated to Microsoft, BCS and UKWDA. For more information, please visit our website at <http://www.andacami.com>.

## Acknowledgements

We would like to thank you for your time and invaluable input into the generation of this document.

## Document Control

**Author:** Andy Banks  
**Status:** Commercial – Confidential  
**Version:** Final 1.0  
**Dated:** 9<sup>th</sup> January 2007

## History

Date	Version	Reason for Issue	Issuer
09/01/2007	Final 1.0	Initial response to RFQ	Andy Banks