

5/14/2012

Apu Nahasapeemapetilon
Kwik-E-Mart Convenience Store
123 Fake St
Springfield, IL 00555

Mr Nahasapeemapetilon,

Thank you for taking the time to discuss your needs and requirements about your ecommerce website with us. I am sure that you will find that we are not only more than qualified to offer you a cost effective solution for your website but we are personable as well.

On behalf of our entire team we look forward to working with you on this project and we thank you for this opportunity. Please find our attached proposal and please do not hesitate to contact us if you have any questions or concerns.

Sincerely,

Mike Carson
President

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Project

Kwik-E-Mart Convenience Store

May 14, 2012

Prepared for: Apu Nahasapeemapiilon

Prepared by: Mike Carson

Description

This proposal is for the development of a shopping cart system into a Joomla CMS website for the sale of tangible items.

**THIS PROPOSAL IS
FICTICIOUS AND IS TO BE
USED FOR EXAMPLE ONLY!**

Proposal Number: 1415 (version 1) - May 14, 2012



www.itdwebdesign.com

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SAMPLE



Scope

The following scope is an outline of the project and what will be done for the client as part of this website development project.

Website Template

ITD will utilize an off the shelf template that compliments the already existing logo and branding of the client. This will reduce costs of not needing to design a unique design for the client.

Content Management System

ITD has chosen the Joomla CMS as our website development framework of choice. Joomla offers extensive features, stability, and security. Since the system is open source and freely available, it is a very cost effective solution for website development. Using a content management system will allow you to edit existing website pages and content as well as allow the client to create new pages. Joomla CMS is a scalable system which means it can grow with your business needs and be extended as necessary..

Shopping Cart

ITD will be utilizing a shopping cart that is an extension of the Joomla CMS. The Virtuemart shopping cart is a cost effective solution and offers stability, security, and many features that will allow for flexibility and future growth.

Basic setup and installation of Virtuemart Shopping Cart

- Basic shop configurations
- Store information
- Tax setup
- ITD will set up 3 top level categories (Jewelry, Art, Antiques)
- ITD will set up 6 subcategories (2 subcategories within each top level category)
- ITD will set up 2 sample products within each subcategory with example images and product content to be used as example guides.

Content

All content will be provided by the client. This includes all web page text, images, product info, product images, product category descriptions, logo, etc.

The following pages will be set up by ITD:

- Contact Us Form
- Refund Policy
- Return policy
- Privacy Policy
- Homepage



Authorize.net Merchant Account Integration

- Standard setup of Authorize.net payment plugin (does not include purchase of the authorize.net services account itself)
- Connection to merchant account

Paypal Merchant Account Integration

- Standard Paypal merchant account integration with client's account

SSL Certificate Integration

- Apply SSL Certificate to the shopping cart (does not include purchase of the certificate itself)

Accounts Area

- Set up menu items for accounts area

Shipping Rates module

- Set up UPS live shipping rates module

Joomla Module Setup

- Setup of basic shopping cart modules on the website



Integration Plan

The Virtuemart Shopping Cart was selected for the following reasons for this project:

1. **Cost Effective** – Virtuemart is freely available so the only charges incurred are for the labor of setting up the cart and needed features.
2. **Stability/Upgradeable** – Virtuemart is a very mature shopping cart that offers stability and is maintained and supported by a large community of developers that are constantly working to improve security, features, and bug fixes. Upgrades are freely available and easy to apply without losing any of your data.
3. **Extensive Features** – Although Virtuemart has a lot of features that will never be utilized by Solaris Jewelry, it is a scalable system that will grow with the needs of the business. Many reporting features and email notifications of orders are some primary features that most ecommerce businesses rely on.

The following descriptions of what will be done are as follows:

1. ITD will set up all basic store configurations and store information into the shopping cart.
2. ITD will set up sample categories and sample products so that the Solaris Jewelry staff can see an example of how to set up and add their own categories and products to the shopping cart.
3. Basic tax setup for Illinois residents will be applied
4. ITD will tie in Paypal and authorize.net merchant accounts with the shopping cart for taking payments on site. This will include standard basic setup of the built in payment plugins that comes with Virtuemart.
5. ITD will set up and apply the SSL certificate to the site to ensure that the information obtained on the site is securely transferred to authorize.net.
6. ITD will add the appropriate menu items and modules for the customer accounts areas.
7. ITD will apply the basic shopping cart categories modules on the website for additional links to products.
8. ITD will set up the links to either UPS or USPS shipping accounts if automatic calculation of shipping costs is needed. ITD however cannot guarantee the accuracy of the calculated shipping costs from the vendors.

The following IS **NOT included in this proposal – the following services may be provided at an additional cost in a separate proposal if needed:**

1. Custom styling of the shopping cart.
2. Custom coding or programming of functions.
3. Ongoing Maintenance
4. Backup Services



Project Cost Summary

Development Costs	QTY/Hours	Price
Project Development	20	\$1,500.00
Total Site Development Costs:		\$1,500.00
Miscellaneous Costs:		
Training	2	Incl
Google Apps Email Account Setup (Free Version)	2	\$150.00
Total Miscellaneous Costs:		\$150.00
Ongoing Monthly Costs		
Joomla CMS Cloud Hosting (Ecommerce Hosting Plan)	Per Month	\$19.95
Total Ongoing Monthly Costs:		\$19.95
Ongoing Yearly Costs		
Domain Registration	Per Year	\$10.00
SSL Certificate	Per Year	\$100.00
Total Ongoing Yearly Costs:		\$110.00
TOTAL DEVELOPMENT AMOUNT		\$1650.00
TOTAL MONTHLY AMOUNT		\$19.95
TOTAL YEARLY AMOUNT		\$110.00

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract. The above costs are based on a standard hourly rate of \$75.00 per hour.



Basic Project and Payment Terms

- Upon approval of this proposal a full contract will be generated and signed by both parties.
- No work will begin until the client has provided all the content and source image files.
- An invoice will be generated and a 50% deposit is required at the start of the project and the remaining 50% when the items provided in this proposal are delivered.

ITD also offers additional services you may be interested in. Prices vary depending on the amount of services needed.

- Search Engine Optimization (SEO) Services
- Search Engine Marketing (SEM) Services
- Website Monthly Maintenance (Keep your website and applications updated for stability and security)
- Website Backup Services (your site and database backed up daily offsite on our secure servers)
- Website Security Services (automated spam control, website security monitoring, hacker deterrents, and more)
- Graphic Design and Editing Services
- Content Writing Services



Company History

Integrated Technology and Design is a recognized **Expert Joomla Development Company** and has been building Joomla Content Management System websites since its inception 2005.

Integrated Technology and Design is the leading web design company creating custom website designs that are unique to your business.

Integrated Technology and Design develops dynamic, database-driven websites that integrate the traditional promotional duties of a website. We provide professional website design, development, and search engine marketing solutions. Our websites are advanced web applications designed to interact with your audience and get things done.



Website design is a process. The team at ITD will work with you through every step of the development cycle. Our team of award winning designers, programmers, search engine marketing experts, and dedicated project managers, located in Chicago, is ready to assist with your website project. We design affordable, visually appealing websites that are developed with the latest web technologies and standards.

Integrated Technology and Design Inc. was founded in 2004 and currently employs a full team of 10 people that includes designers, programmers, and quality assurance testers.

Services - Do you need Website maintenance, updates to your site, or an upgrade of any kind? Integrated Technology and Design offers professional Website maintenance, Website updates, and Web site upgrades to both returning customers and new customers.

ITD also offers additional services in graphic design, print design, logo design, and custom software development/modifications.

How to Contact Integrated Technology and Design Inc. - If you need to contact us for any reason, you can reach us at:

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