

PROPOSAL FOR WEBSITE DESIGN & DEVELOPMENT

SMALL ENTERPRISES BUSINESS:

This proposal outlines a comprehensive plan to develop a professional, user-friendly, and responsive website tailored for Medium enterprises. The project includes custom design, seamless navigation, essential features like contact forms and service showcases, and basic SEO setup to enhance online visibility.

Goal & Strategy

- ▶ Researching the target audience of the organization.
- ▶ Define and align the audience profile with the desired brand image.
- ▶ Develop strategic plans aimed at maximizing conversion rates.
- ▶ SEO strategy to enhance search engine visibility.
- ▶ Strengthen visual storytelling through professional photography.
- ▶ Impactful copywriting to effectively engage and convert the audience.

Visual Specifications

- ▶ Custom development of up to 20 pages.
- ▶ Creative and elegant design concepts.
- ▶ Fully responsive and dynamic website structure.
- ▶ Optimized for fast loading speed.
- ▶ Mobile-optimized version for seamless user experience on all devices.
- ▶ Ability for unlimited page creation via the admin panel.
- ▶ Consistent design throughout the site that aligns with the brand image and guidelines.
- ▶ Dynamic photo and video gallery integration.
- ▶ Attractive animated particle design for enhanced visual appeal.
- ▶ Development of brand-specific colors and fonts.
- ▶ Inclusion of parallax images and motion graphics for an engaging user experience.
- ▶ Premium Paid image & video with License.

Domain & Hosting

- ▶ Domain Registration for 1 (One) Year.
- ▶ Hosting Registration for 1 (One) Year.
- ▶ Hosting-5 GB SSD Hosting.
- ▶ Bandwidth-50 GB Per Month.
- ▶ C-panel Access.



Technical

- CMS : Wordpress/ Laravel
- Raw coding by in-house developers.
- Bug free Feature development.
- Industry standard coding structure.
- Email Server Setup (Webmail: 50 Emails).
- Google map integration.
- SEO friendly development.
- Third party API integration.
- Unlimited User Authentication & Authorization.
- Website performance optimization.
- Analytics & Tracking Integration.
- Live chat.

Security & Backup

- SSL/TLS Certificates.
- Web application firewalls (WAF) to block malicious traffic and prevent
- DDoS attacks.
- Ensuring that sensitive data is stored using strong encryption methods.
- Keeping all software, plugins, and dependencies up to date prevents
- security vulnerabilities.
- Setting limits on login attempts to prevent brute-force attacks.
- Implementation of Database and website file backup system.
- Malicious entry point hardening.
- Securing through FTP and file permission restriction.
- Restricting database privileges.

Support

- Free support from the date of site delivery – 12 months.
- Website Management Training 2 days at client's premises.
- Dedicated Support Engineer
- Physical Training & Video Tutorial
- Free small updating support for 2 months after delivery

Branding

- Company Logo Design
- Facebook Page Optimization (Logo, cover design & others)
- Facebook Messenger Plugin Setup
- Whatsapp Plugin Setup
- Youtube Channel Optimization (Logo, Cover Design & Others)
- LinkedIn Profile Optimization (Logo, Cover Design & Others)
- Instagram Business Accounts (Logo, Cover Design & Others)
- Google My Business Setup



Price**BDT: 80,000 /-****In Words: Eighty Thousand taka Only****Development time: 4 Weeks****Renew : 10,000 Taka Per Year**

Payment Plan

1st Installment 50% due on issuing work order**2nd Installment 50% due on delivery**

Payment Information

UCB (United Commercial Bank) LTD.
Mirpur Branch
A/C Name: FARA IT FUSION LIMITED
A/C Number: 0562101000020757**Islami Bank Bangladesh LTD.**
Mirpur-10 Branch
A/C Name: FARA IT Fusion
A/C Number: 20501310100618108**Dutch Bangla Bank PLC**
Branch: Mirpur 10
A/C Name: Fara IT Fusion Ltd.
A/C Number: 1641200004841**Bkash/Nagad/Rocket: 01780-504501**
Bkash Merchant No : 01722-858563**DBID Registration No. : 410081578**