



PROPOSAL PREPARED BY NOAM DESIGN GROUP FOR CLIENT NAME

Submitted on 09/30/2009 by your name
Email: youremail@yourcompanywebsite.com
Offer is Valid until: 10/31/2009

Dear contact name,

Thank you for your interest in working with Noam Design! Our team has reviewed your business requirements and has prepared the following detailed proposal. Given our experience and specific expertise in design, usability, programming, SEO, and marketing, we are confident that we can work with you to achieve your aims and goals.

Please let me know if you have any questions. We look forward to working with you!



TABLE OF CONTENTS

Overview 4

Solutions, Scope of Work, and Deliverables

5-6

1. Preliminary Research
2. Strategic Planning
3. Interface Design - Graphic Design Work
4. Web application Front End Programming
5. Web application Back-end Development
6. Quality Assurance and Launch
7. SEO, Web Promotion, Statistics and Reporting

Maintenance and Hosting

7

Fees – special recession rates 8

Payment plan and turn-around time

9

Noam Design Qualifications, responsibilities and commitment

10-11

1. Cutting Edge Technologies & Open Source Philosophy
2. Our experience
3. Our Clients
4. No outsourcing. Period.
5. The team allocated to this project
6. Our Website



Your responsibilities

12

Next Steps

12



OVERVIEW

General:

The purpose of the project is to execute a complete design & development of a professional Ecommerce website for **Client Name**. The cutting edge website will feature all the elements, functions, and specifications as mentioned in the attached document "Client Name-website-specifications.pdf".

Despite the evident complexity and depth of the Ecommerce website, the user experience must remain particularly smooth and simple. The design must be high-end, pleasant and clean, creating an atmosphere of confidence and professionalism.

The major web technologies used on the website will be Zend Framework, PHP, MYSQL, JavaScript, AJAX, XHTML, CSS, XML, API, and Flash.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve Client Name's business and creative goals.

Please view the attached proposed project specifications ("client-name-website-specifications.pdf") for the first launch of **projectwebsite.com**, which includes all the specifications you sent us, with the modifications and changes we discussed over the phone.



SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this website project at **Noam Design** is to create a website using the latest technologies and trends designed to portray **Client Name** aims and objectives. The process includes building a visual representation and integration with the technologies.

For this project, **Noam Design**'s work process will be a seven-step methodology for delivering the web solution. The seven step process includes the following deliverables for the development of a high end, database driven website, and cutting edge web application featuring all the specifications we discussed:

1. Preliminary Research and Discovery Phase:

- a. Gathering all the final specifications of the project
- b. In-depth research of the field, market pool, and target population
- c. Establishing the strategy to best accomplish **Client Name** goals within budget and timeframe
- d. Fine tuning the technological route for the design and development of the Ecommerce site
- e. Determining the full and final in-depth scope of the project

Strategic Planning & Project Management – 20 hrs
Web Consulting – 2 hrs

2. Strategic Planning:

- a. Conception of the main goals of the website and of the users' pathways, including what we call "the preferred customer pathways".
- b. Conception of the website's flow
- d. Preparation of detailed charts and wireframes showing the different areas of the website, their features, the technologies that will be implemented, etc...
- e. Optimization of the navigation according to the application's goals

Strategic Planning & Project Management – 20 hrs
Web Consulting – 5 hrs

3. Web Design – Graphic Design Work:

- a. Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...
- b. Actual design of the website and of the web application based on the layouts and structures
- c. Conception and creation of all the graphic elements of the website



Graphic design – 80 hrs

4. **Front End Programming:**

- a. Top quality hand coding (XHTML / CSS / JavaScript) of all the web pages
- b. Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability

Front End Programming – 100 hrs
Advanced Programming – 40 hrs

5. **Server-side Development:**

- a. Integration of the databases
- b. Actual programming work to implement the application
- c. Actual programming work to implement the back-end and full administration
- d. Integration with all features including shopping cart, checkout, membership accounts, etc...

Back End Programming – 150 hrs
Advanced Programming – 50 hrs

6. **Quality Assurance and Launch:**

- a. Extensive testing to ensure the application is 100% bug free and is fully compatible
- b. Fine tuning the final details of the application design and features
- c. Configuration and setup of the server that will host the website
- d. Migration of the site to the live server and launch!

Strategic Planning & Project Management – 10 hrs
Graphic design – 5 hrs
Front End Programming – 10 hrs
Back End Programming – 10 hrs
Advanced Programming – 5 hrs

7. **SEO, Promotion, Statistics and Reporting:**

- a. Extensive on-page SEO techniques throughout the Website
- b. Extensive off-page SEO techniques to promote the site and ensure that it appears in the top results for a variety of relevant keywords.
- c. Promotion of the website throughout the appropriate niches online:
 - i. Creation of a buzz on the net about the site



- ii. Generation of quality traffic to the site
- d. Setup and integration of an extensive solution to fully track the traffic on the site and generate detailed reports and statistics.

Search Engine Optimization and Web Promotion – 20 hrs
Further SEO and web promotion work to be discussed once a web marketing strategy has been compiled after the site's launch – not included in the scope of this proposal for the initial site's launch

Through the above 7 steps process we will deliver all the services designed to exceed **Client Name** expectations and needs. Once a client of **Noam Design**, you will regularly communicate with your project manager, and be constantly involved with the work as well as updated on the team's progress.

Each step of the process is supported by the appropriate documentation and will go through its own QA process. The **Client Name** team will fully approve each phase.



OUR FEES

Our rates are extremely reasonable and we work with a very precise reporting system. Throughout the project, you will have full control in regards to how much you want to hold back or push the creativity, functionality, technology, etc...

Below is the list of our special fees for the **Client Name** project:

- Graphic Design: \$xx
- Front End Programming (XHTML, CSS, JavaScript, and Flash technologies): \$xx
- Search Engine Optimization (on-page and off-page), web promotion & marketing: \$xx
- Strategic Planning & Project Management: \$xxx
- Back End Programming (PHP, MYSQL, API): \$xxx
- Advanced Programming (AJAX, advanced JavaScript, advanced PHP, adv. ActionScript): \$xxx
- Web Consulting: \$xxx
- Consultations: \$xxx

Hours included in your solution:

Service type	Included
Graphic Design	85 hrs
Front End Programming (Flash, XHTML, CSS, JavaScript)	110 hrs
Strategic Planning & Project Management	50 hrs
Web promotion and search engine optimization	20 hrs
Back End Programming(PHP, MYSQL, API, XML):	160 hrs
Advanced Programming (AJAX, advanced JavaScript, advanced PHP, advanced ActionScript)	95 hrs
Business and Web Consulting	7 hrs



PAYMENT PLAN AND TURN AROUND TIME

Turnaround time

We estimate that the project can be completed within 2 months. If you are working with a tight deadline, we can discuss arrangements to complete the project sooner.

Total cost of your solution:

The estimated total cost of your solution comes to \$xx,xxx.

Payment plan:

A first deposit of \$xxxx will be required upon signature of a contract of service between **Noam Design Group** and **Client Name**. The remaining balance will be paid in phases throughout the development of the project.



HOSTING & MAINTENANCE

Hosting:

You may decide to host your website with us or with the hosting company of your choice, given that your hosting plan supports the appropriate php/mysql/apache/lamp technologies.

If you decide to host your website with a 3rd party, we will provide **Client Name** with guidance and recommendations. Standard hosting fees vary from a few dollars per month to many thousands of dollars per month, depending on the hosting company, the details of your hosting plan, and mainly on the site's required bandwidth usage.

For the initial launch of the site, you should consider a basic hosting plan at \$xx/mth.

If you decide to host your website with us, we partner with the best data centers in the country and offer advanced hosting solutions that work within your budget parameters.

Maintenance:

Based on the details of the system specifications, we recommend a maintenance plan based on a monthly retainer that will include all necessary maintenance/update needs of the website. We can scope out the maintenance budget upon completion of the project or prior to getting started with the development.



NOAM DESIGN QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

Our Experience:

We think our experience; vision and personal interests lend themselves to accomplishing your creative and business goals.

For many years, **Noam Design** solutions have been the source for some of the most outstanding websites and web applications available today on the World Wide Web. We build solutions that lead their industry and remain at the top for a long time. Examples can be found throughout our [portfolio](#).

We have developed numerous, large scale websites and web applications – we do the best in this industry and our work speaks for itself. Our unique approach, philosophy, and ethic of work have proven their efficiency throughout hundreds of projects, resulting in tremendous, long lasting successes.

Our Clients:

Noam Design's clients are proud to work with us. Please feel free to contact any of our past clients.

Cutting Edge Technologies & Open Source Philosophy

We do the best websites and web applications out there, and our fees are very reasonable.

For the past 7 years, we have been leading the web development industry with innovative concepts, cutting edge design, and state of the art web technologies. We specialize in creating advanced web applications combining robust functionality with object oriented programming practices including Ajax, PHP 5+, MySQL 5+, etc...

Our software engineers use cutting edge technology to create optimized internet based interfaces that are accessible, interactive, functional, and interoperable. The result is a fast and efficient, user-friendly website or web application. We provide world-standard web development services covering a vast technical area based around web technologies and trends. [Here](#) you can find more information about our open source approach.

No outsourcing. Period.



All our work is 100% created by our team in our Manhattan offices - **nothing** is outsourced.

We are fully available during regular office hours via email, toll free phone, and in person. Once we get started, a project manager will be at your service and work with you all along the way, through every phase of your project. You can meet with the team at anytime at our Manhattan offices.

Yes, outsourcing can save a lot of money. But **Noam Design** is a team of talented individuals who are passionate about web design – and love developing websites and web applications together as a team. We are proud to say that in our seven years of doing business; we have grown a great team of dedicated staff members, all as full-time employees.

The team allocated to the Client Name project.

There are usually 4 or 5 experts working together on projects of this scope, covering the project's management, the graphic design phase, development phase, the QA, etc... But really the entire team is dedicated to the success of your project and we regularly have brainstorming sessions and staff meetings where everybody here at **Noam Design** participates.

The team who prepared this proposal has been actively thinking about the solution since we received your quote request, and will be the core leadership team on the project. **Noam Design** is prepared to allocate a core team immediately after executing an agreement with you. The ideal team structure accounts not only for **Noam Design's** team, but also for the **Client Name** team. We will be working closely throughout the project and need to align resources so that information flows freely and bottlenecks are avoided. It is expected that **Client Name** will provide one main point of contact through which all feedback and communication will flow to minimize confusion throughout the project.

Our Website:

Please visit our website at www.noamdesign.com for further detailed information about us, our work, the technologies we use, and our philosophy.



CLIENT NAME RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

- **Client Name** will provide one main point of contact through which all feedback and communication will flow
- The **Client Name** team will be responsive and cooperative throughout the project
- **Client Name** will provide the company's branding material, including the logo (digital source files)

NEXT STEPS

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

If you have any questions, please feel free to call me anytime at xxx-xxx-xxxx, or to visit our website at www.noamdesign.com. On our website, you can learn more about us, our award winning work, our services, and the technologies we use.

Thanks! We appreciate your business and I am looking forward to working with you.

Best regards,

Your Name

Your Title

Noam Design Group, LLC

youremail@yourcompanywebsite.com

Tel: xxx-xxx-xxxx

Fax: xxx-xxx-xxxx

www.noamdesign.com