



5 | Website Development

PROPOSAL FOR CLIENT
October 21, 2009

Prepared exclusively for:

Project | Scope

In order to successfully launch the [redacted] website, [redacted] s would recommend the following proposal. The purpose of this document is to detail out the necessary components, scope and associated project costs.

Homepage

- Custom Navigation
- Custom Graphics & Layout
- Welcome / Introduction (Text/Picture)
- Newsletter Signup
- Search Products

Company

- History / Our Covers
- Mission/Vision

Products Catalog

- Installation Documents (PDF)
- Select Products by Drop Downs of Truck Manufacture, Make/Model, Type of Topper, Box Size, Available Colors
- Purchasing Online
 - Find Local Dealer via Dealer Locator
 - Click on Dealer to View Dealers Page
 - Buy now on Dealer Page to Purchase Through Advanced Folding Covers

Dealer Locator

- View Online Dealers (List of Individual Dealers)
- View Canadian Dealers (List of Individual Dealers)
- Search by Zip, State, Dealer Name
 - Click on Dealer to View Dealers Page
 - Buy now on Dealer Page to Purchase Through Advanced Folding Covers

Contact

- Customer Service (text)
- Email Form
- List of Email Addresses, Location and Contact Information

Privacy Statement and Terms/Conditions

- Text

Dealer Pages

- Template
- Managed by Dealers

Administrative Features

- Manage Users (Advanced Folding Cover Site)
- Manage Dealer Logins (add, edit, delete)
- Manage Dealer Pages (template)
- Manage Products (truck man, make, models, size, type, color)
 - Ability to set minimum price for products per state.
- Manage Shopping Cart
 - Order History
 - Purchase Report per Dealer

Proposed | Timeline

This project will require a team of 2 individuals, to be completed by January 1, 2010

Costs Cover:

- Entire project scope
- Changes to the project scope will impact cost

Extra Costs Not Included:

- Purchase of SSL certificate (For securing transactions) for site (\$129-\$300/year through Network Solutions)
- Merchant Account / Gateway

Proposed | Cost

Website & Admin Development (Scope Above)	\$13,500
Shopping Cart.....	\$1500
Search Engine Optimization (Home Page).....	Included
Dealer Pages / Extra Pages.....	1-1/2 hours per page (includes submission)

Merchant | Cost

SSL Install/Integration	\$400
Gateway Integration.....	\$500
E-commerce Integration.....	Included

Hosting | Cost

E-commerce Web Hosting.....	\$29.99 /month
Database Hosting.....	\$5.00 /month
Site Statistics (Google Analytics).....	Included (one time \$75 setup)
Campaign Connect.....	\$10.50/month 1000 subscribers (email marketing)
Newsletter Management.....	\$50/hour (creation of forms, template, ect.)

Terms | Conditions

Payments:

- \$3000 of the Base Cost is due upon signing to start development.
- \$3000 of the Base Cost will billed half way through development.
- Balance due at completion of project before go live.
- Hosting Fees (\$34.99/month) will be billed on a recurring basis (quarterly).
- Gateway fees and merchant services are billed separately by third parties.
- SSL Certificate fees are billed separately by third parties.

Conditions:

- Client will furnish all content for pages such as text descriptions of products, all graphics and logos
- [Redacted] has agreed to create such content.
- Failure to furnish content in a timely manner will result in time delays and possibly add more cost to the project.
- All design work will remain the property of [Redacted] until paid for in full. Upon Go live [Redacted] will provide all graphic images, HTML Code, Website layouts, Website templates, e-commerce and hosting user ID's/Passwords.
- If we will be hosting your site you will be held accountable for your actions while using our servers. Any attempt to undermine or bypass security of others on the same network will be prosecuted to the fullest extent of the law. Any content deemed illegal or inappropriate will be deleted from the server. Any reports of spamming will result in disconnection of email services.
- [Redacted] reserves the right to use you as a reference in the future as you may be placed in our development portfolio.
- It is the customer's responsibility to make sure they are in compliance with any trademark or copyright issues dealing with the use of logos and or names of others during the creation of this web site.
- Unpaid/late balances are subject to a finance charge of 1.5% per month. Costs of collection incurred by [Redacted] including attorney's fees, will be added to the balance.
- If the site is on a non-[Redacted] server all installation issues offsite and onsite will be billed at our hourly rate (\$95/hour)
- All services such as Domain Management, Email Setup, Hosting Setup, and Statistic Setup, are subject to a one time \$35 set up fee per service.

By signing you agree to the terms and agreements set forth in this proposal and signer is authorized to make such an agreement for the company proposed. Cost for this project is good for 15 days from date received.

Authorized Signature _____ Date: _____