

# Website design and development proposal for netrux global concepts limited

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Website design & development proposal for Netrux Global Concepts Limited  
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the MBA department On 02/11/12 Course: Research Methodology (MBA 804)  
Lecturer: Prof. S. I. Owualah © Crystal Design Corp 2012 Email:  
[email protected]com Web: www. cystaldesigncorp. com Date 2nd November,  
2012 Client Netrux Global Concepts Limited Contact: 215/219 Ikorodu Road,  
Ikorodu Lagos Phone: 014708945 Email: www. netruxng. com Project title

Website design and development for Netrux Global Concepts Limited Project  
description The project will involve designing a website for Netrux Global  
Concepts Limited. The website will be designed to the very highest standard  
and will reflect Netrux Global Concepts Limited's established corporate  
identity. We will use Dynamic HTML code, an open source content  
management system (CMS) which will allow you to easily add content such  
as products, text and images to the website with a minimum of technical  
knowledge, within a tightly defined design framework.

We will design the site with Google in mind, however a further online  
marketing campaign using search engine optimization (SEO) is strongly  
recommended at some stage in the future, in order to maximize the number  
of visitors to the site. This work can be done by us, or can be done by  
another suitable agency. We also recommend building up a mailing list of  
potential and current clients, in order to send a monthly newsletter to them  
with good news + special offers. Scope We would undertake to do the  
following: a.

Planning and wireframes b. Photoshop / Fireworks design of homepage look  
and feel, based wireframes & client suggestions. Up to 3 alternative look-  
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and-feel versions are included in the quote. c. Image research. d. Design of up to 20 interior page templates, based on signed off wireframes. Up to 10 iterations of each are included in the quote as standard. e. Coding and cross-browser testing of all templates. f. Extensive cross-browser testing at multiple resolutions. g. Creation of up to 8 contact / enquiry forms, if required. . Pages to be coded to be SEO friendly. Note: Keyword research and other SEO is not included in this quote. i. Setup of Dynamic HTML content management system (CMS), for editing text and images on main website. j. Remote training with CMS, delivered via Skype. (up to 1.5 hours) Note, onsite training can be arranged for an additional cost. k. Basic user guide to CMS. (supplied as video or PDF) Optional We anticipate the client has a relatively small number of high-value customers.

Therefore it is worth considering creating some custom-designed email newsletter and promotional templates to keep in touch with the customers and increase customer loyalty and brand awareness. This is an optional extra and would include: a. Setup of email marketing system for capturing email addresses. b. Creation of email newsletter and promotional templates. c. Testing of emails in multiple email software, including on iPhone, iPad, Blackberry. d. Remote training with email marketing system, delivered via Skype. (0.5 hours) Note, onsite training can be arranged for an additional cost. Budget Website design & development The budget for the design & development of the website, including integration with the CMS would be N1,490,000. Images Image research is included in the budget. The price of purchasing images or custom photography is additional. All image purchases will be agreed with the client in advance. Copy writing Copy is to be supplied

by the client, therefore we have not quoted for it. Should additional copy be required we shall be happy to quote for it. Training

Remote (Skype) training and CMS user guide (generally delivered as training videos) is included within the budget. Website hosting N450, 000  
Optional extras: Email design, setup and training N150, 000  
Monthly email cost: 190, 000/month (for up to 500 subscribers)  
Onsite training N700, 000  
Timescale  
We would anticipate the project taking 10-14 weeks to complete. The exact speed of design & development will be affected by client turnaround times, for example responding to designs etc.  
About Crystal Design Corp  
We're a small company that helps our clients get impressive results from their websites.

Our approach is simple. We believe what matters about a company's website isn't how pretty it is or how clever the programming is, it's how successful the site is. And as any good business person knows, success doesn't come overnight. That's why we like to work with you over a reasonable period of time to gradually improve the results your website achieves.  
Clients  
Our clients include national and multinational companies such as Federal Inland Revenue service (FIR), Shell Nigeria, Exxon Mobile, Nestle Nigeria Ltd as well as financial institutions like Diamond bank, GTBank and Citibank.

Testimonials  
If you're going to be building your business based on systems a web development company has created, it's important you can rely on them.  
Here's what some of our customers say about us: Working with Crystal Design Corp is amazing. Those guys rock! Adesegun Samuel, Exxon Mobile  
The reason we use Crystal Design Corp is that as well as producing really high-quality work, they're reliable, easy to deal with and able to turn around  
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quick deadlines. I can't recommend Ojumatimi and his team enough! Mike Adenuga, Globalcom Nigeria

Our background The company was set up by Ojumatimi O. , CEO, crystal-designs in 2011 after working as a web designer for other agencies since 2009. Sola has been a professional web designer since 2007, and has been designing websites since 2005. The Team We have a team of full-time staff, and a network of freelancers we call on for specific expertise or to assist when we get busy. Our core team consists of: Core team: Sola O. , Designer / CEO Lasisi M. Co-Founder, Developer Tosin H. , Junior Designer Additional experts: Tosin A. Photographer Demola O. , Copywriter Seye Cole, Developer Validity This proposal is valid for 2 months from the date at the top. A 40% deposit is due prior to project commencement. The balance is payable on completion. This proposal is for information purposes only and does not form a contract. We aren't currently VAT registered. Thanks! Thanks for considering working with us ... we really appreciate it! If you've got any questions, just ask us and we'll answer them. Email[[email protected](mailto:email protected)]com or call Sola on 07069176181.