



# Web Design Proposal

Prepared by

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**Kirubagaran Samugam**

Prepared for

**SHU-MAY DANCE COMPANY**

**ASHLYNN**

# Introduction

Dear Ashlynn,

On behalf of the entire team here at KS Global, I want to thank you for the opportunity to earn your business as your provider of web design services. Thousands of companies offer these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

At KS Global we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance and delivering work of the highest quality on time and on budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction keeps our doors open, and helping you stand out is the best way to ensure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

I've included a lot of detail in this proposal because I want to make it abundantly clear that **KS Global is the best web design company in business today**. You'll find details regarding the functionality of your future website, our web design process, and testimonials from past KS Global clients, and detailed project pricing.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of the agreement at the end, and your electronic signature turns it into a binding project, allowing us to move forward with your web design project immediately.

Kirubakaran Samugam

KS Global

# Words of Encouragement

Nothing is more precious to us than an encouraging word from one of our clients. Rather than simply telling you how dedicated and skilled the KS Global team is, I'd like to offer you a few examples of what our past web design clients have had to say about us:



**"Our old website was terrible. It didn't work on mobile, and I don't think it ever generated a lead for our sales team. KS Global built a new site from the ground up, and we're extremely happy with it. We're seeing new leads on a daily basis, making the new site one great investment."**

– Puan. Hasnah, Happy client

**"KS Global did a great job on our website. We regularly update our page layouts and content to improve conversions, and they're always quick to implement the changes we request. Their monthly reports are also extremely valuable to us."**

– Marion, Happy client



We're proud to be the web design agency chosen by brands who want to take charge of their growth, including:

- [www.hcrmalaysia.com](http://www.hcrmalaysia.com) (Recruitment agency, a custom-made job portal website)
- [www.zipwater.com.my](http://www.zipwater.com.my) (Industrial water filter company, a custom-made WooCommerce company website)
- [www.wse.asia](http://www.wse.asia) (Education Website)
- [www.fcmanpower.com](http://www.fcmanpower.com) (Recruitment agency)
- [www.wanzu.com.my](http://www.wanzu.com.my) (Data Center Website)

## Your website

After speaking with you at length regarding your needs, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts, and increase the volume of leads generated for your sales team.

Your website will include the following pages:

- Home
- About us
- Contact us
- Testimonial
- Classes
- Running workshops
- Renting
- Work with us
- Services

## Deliverables

- Responsive website design, compatible across devices (desktop, tablet, and mobile).
- User-friendly navigation for an intuitive browsing experience.
- CMS (Content Management System) for easy updates and management of website content.
- Secure and optimized website hosting setup (optional).

There are a few key features that we'll build into your site, which we feel are important given your needs:

- UX/UI design
- Graphic design
- Event calendar
- Zoom classes
- Google tools
- Social media integration

Our team is proficient in development using every major CMS, including WordPress. Based on your needs, we feel that CMS is the best platform for your website.

# Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on time and on-budget. Once your web design project kicks off, here's what to expect:

- Initial Planning
- Wireframing
- Mockups
- Copy & Graphics
- Development
- Testing
- Deployment & Optimization

# Our Development Process



## Initial Planning

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.



## Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.



## Mockups

Once all site mockups are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the



## Copy & Graphics

Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and

initial wireframes, giving us a stronger visual representation of the final product.

graphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.



## Development

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.



## Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.



## Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it in your public domain. Then, we'll shift into a monthly support process that will continue for 2 months. During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability and perform layout and content updates at your request.

# Project Timeline

The table below represents our projected timeline for your web design project.

MILESTONE	DATA REACHED
Technical & Design Specification Documents	6 <sup>th</sup> day
Wireframes	9 <sup>th</sup> day
Mockups	14 <sup>th</sup> day
Copy & Graphics	17 <sup>th</sup> day
Development	22 <sup>nd</sup> day
Testing	25 <sup>th</sup> day
Public Launch	30 <sup>th</sup> day

# Terms and Conditions of the Designing Process

## Payment:

- For company profile design, 70% non-refundable payment is required upon confirmation and the remaining 30% must be paid before the final files are handed over.

## Client Responsibilities:

- The client is responsible for promptly providing all necessary files and information to avoid delays in the design process.
- Delays caused by the client's failure to provide the required information may result in a slower design process.

# Pricing

The table below details the costs associated with your web design project.

NAME	PRICE	QTY	SUBTOTAL
Initial price	RM 3,980.00	1	RM 3,980.00
		Subtotal	<b>RM 3,980.00</b>
		Discount	<b>0.00</b>
		Tax	<b>0.00</b>
		<b>Total</b>	<b>RM 3,980.00</b>

# Project Terms

KS Global will build two websites and provide web and brand design services as described in this proposal for Shu-May Dance Company. This project includes developing the websites and creating and integrating unique branding for the client, encompassing logo design, typography, colour palette, and brand guidelines. The website can include up to 15 pages; any additional pages beyond this limit will incur a fee of RM480 per page.

**Additional Costs:** Any additional features, pages, changes to project requirements, or extra brand design elements may affect the timeline and costs outlined in this proposal. These changes will require a separate change order document.

**Intellectual Property:** All works produced as a result of this web and brand design project will become the sole intellectual property of Shu-May Dance Company. KS Global reserves the right to use visual representations of the final websites and brand design elements in our project portfolio, subject to the client's consent.

**Project Requirements:** This agreement is based on the understanding that timely communication, access to necessary resources, and prompt approval from the client are critical to delivering the project on schedule and within budget.

# Acceptance

KS Global

*Kirubakaran Samugam*

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Kirubakaran Samugam

Shu-May Dance Company

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Ashlynn