Multilingual Web Site and DVD Sample Proposal

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PROPOSAL

Web Site Project Development Guide and Cost Summary

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                   Silent World Diving Systems, Inc.

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                   FDGweb

OUTLINE

- eCommerce

- Marketing Web Site & Collaboration Site/System Integration

- Online Testing and Training System

SYSTEM REQUIREMENTS

eCommerce

Technology – PHP/MySQL

The following is a general overview of FDGweb solutions, applications, cost summaries, and case studies concerning your web site. We've completed an evaluation of the current site and have come up with the following ideas for your review.

Assuming that our developers will be able to quickly integrate with the Marketing Site, as it has been termed, and map or identify where all the current controls, objects, libraries, templates, and other source components are located, we should be close to this estimate. We anticipate that there will also be other development requests from time to time that will fall into the category of maintenance.

With that in mind, we propose:

- Creation of a catalog-based eCommerce system that will allow you to sell your products from ANY page on your site. This is helpful when you want to add "Buy Now" links to pages and have the cart keep track of the items customers have selected.

- Creation of an industry-standard Administration tool that will allow a staff member to retrieve, cancel, or fulfill orders as needed; generate sales reports; add NEW products or modify existing products; create coupons, discount programs, sales, specials, features or any other standard eCommerce practice (including gift certificates, vouchers, email follow-up, newsletters, and more.

- Preserve template-based coding to allow staff easy access and updates within the existing design.

- Addition of META TAGS, descriptions, keywords and other search-engine-friendly code to allow deep indexing of pages through search engines and shopping portals.

- Optional Affiliate Program available that would allow others to sell your products on their web sites (all transactions take place on your web site, but "affiliates" refer traffic through banners and links.)

- Additional graphics and HTML work as requested.

The basics of an eCommerce Web Site:

The Shopping Cart & Admin:

This is the order fulfillment system. This is where you track sales, communicate with the customer, do your accounting of goods and services, define products, prices, shipping methods. We can also support UPS/Fed Ex tracking and auto-email your customers tracking information to make the fulfillment process easier.

Your Merchant Account:

You will need to set up a credit card account or have banking arrangements that include online transactions. We have a variety of vendors that we work with and can recommend. You are responsible for your own banking fees.

Your Web Host:

You will need a host that supports Secure Socket Layer (SSL) and will allow you to host a MySQL database. We offer hosting at competitive rates that takes care of all of this.

The Digital Certificate:

This encrypts sensitive information such as account numbers, social security numbers and most important - credit card data.

Please feel free to contact me directly at 425.466.0804 to discuss specifics or to provide clarification on any item.

COST SUMMARY

eCommerce Development	
Setup of eCommerce Shopping Cart and back-end application, order management, reporting and associated tools	$2,499.00
Customization and integration of Shopping Cart into existing design, creation of REQUIRED pages such as: Privacy Policy, Terms and Conditions, Order Emails, Shipping Terms – all graphical handlers	$1,299.00
Installation of software (SDK) provided to us by merchant account, order testing, batch handling and communication between the merchant account, gateway, and the web site	$899.00
Digital Certificate, for secure online ordering	$499.00
IP for eCommerce (static IP address)	$144.00
Documentation, testing and training (complete documentation and up to four hours phone training)	$1,040.00
Total eCommerce Estimate	**$6,380.00**

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