Micro Web Site Project Proposal

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Jeff Gonnason
Gonnason Boats
307 South Central
Kent, WA 98032

Mr. Gonnason,

Thank you for taking the time to discuss your e-business needs today. I have drawn up a plan for the structure of your new web site so we can get started as soon as possible.

FDGweb has already created similar e-business web sites with the same capabilities you need. We also work with designers in the watersports industry who understand your type of business. We also have a large selection of watersports related photography we will draw on to create your new web site. This will dramatically reduce the cost of having to license photography from other sources.

I will be your primary contact and will coordinate your entire project. This proposal is valid for 2 weeks from today.

Sincerely,

Tom Granger
President
FDGweb
360-572-0398
www.FDGweb.com

PROJECT

Web Site Redesign

Prepared for: Jeff Gonnason
                              Owner

Prepared by: Tom Granger
                              President

EXECUTIVE SUMMARY

The Objective…

Gonnason Boats has been using web site designed by an amateur programmer to promote their business. It is time for the company to have a professional Internet image. Gonnason Boats needs:

- ▶ A complete redesign of the existing website.

- ▶ A way for employees to be able to update the pre-owned vehicles section of the website.

The Opportunity…

Gonnason Boats has the opportunity to be able to provide updated information to their customers and viewers about what pre-owned inventory and deals they currently have available. We have the following goals for this project:

- ▶ Create a cost-effective solution for creating & updating an online database for their used inventory of boats, snowmobiles, and other small watercraft.

- ▶ Create an exciting look and feel for the website using the current logo's color palette. Repeat this look throughout the new website.

The Solution…

FDGweb can take your existing marketing material, currently in the form of brochures, product sheets, logo slicks, and the remnants of an existing website, and turn it into a new exciting site, complete with an online database. Here is what we recommend FDGweb do for Gonnason Boats:

- ▶ We will create & host an ASP/Access Database to store the information about your used inventory online. A web-based interface can then be created to enable employees the ability to upload images and text (within certain limitations).

- ▶ We will scan in your existing material, brochures, and other collateral, complete with links to the manufacturer websites you've shown us, and create a new navigational system & website that is clean, clear, and concise.

- ▶ We will create a short flash intro using your new colors and graphics to quickly grab the attention of your viewer, and to quickly communicate that there is a new look and feel to GonnasonBoats.com

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