



PROPOSAL KIT SAMPLE

SAMPLE ESTIMATE PACK DOCUMENT

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Estimate Pack is a set of pre-designed spreadsheets for estimating a variety of projects. The collection as a whole will meet many of your needs.

The spreadsheets are designed to facilitate fast and easy calculations for project estimates. These estimates can then be fine-tuned over time to become more and more accurate.



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ECOMMERCE DEVELOPMENT ESTIMATE

<<CustCompany>>
<<ProposalNumber>>

Hourly: \$85.00
Page Avg: \$225.00
Maint: 12
Tax Rate: 0.00%

Actual Hours:
Actual Pages:
(calculations include tax)

Total Page Estimate: 0
Total Time Estimate: 0.00
Total Price Estimate: \$0.00
Yearly Support Estimate: \$0.00
Yearly Support Time Est: 0.00

Component	QTY	Est Time	Price	Time
Standard Page Count	0	4.00	\$0.00	0.00
Minor Page Count	0	2.00	\$0.00	0.00
ECommerce Specifications & Planning	0	4.00	\$0.00	0
Client Meetings & Emails	0	4.00	\$0.00	0
ECommerce Diagram & Checkout Flow	0	2.00	\$0.00	0
User Roles, Admin and Catalog IDs	0	2.00	\$0.00	0
ECommerce Programming Framework	0	20.00	\$0.00	0
Diagrams, Charts, Visio (Produced)	0	4.00	\$0.00	0
Scripting (Existing)	0	4.00	\$0.00	0
Scripting (Custom)	0	12.00	\$0.00	0
Database Setup and Scripting	0	8.00	\$0.00	0
Existing Product Catalog Import	0	4.00	\$0.00	0
Existing Product Catalog Conversion	0	2.00	\$0.00	0
Testing Area and Beta Setup	0	4.00	\$0.00	0
Project Documentation & Admin Guide	0	3.00	\$0.00	0
Stylesheet	0	2.00	\$0.00	0
Styleguide (Documentation)	0	2.00	\$0.00	0
Setup CVS / Source Save	0	1.00	\$0.00	0
Bulk Image Conversion or Renaming	0	3.00	\$0.00	0
Cron Jobs & Scheduled Scripts	0	1.00	\$0.00	0
Setup Custom Sales Reports and Delivery	0	4.00	\$0.00	0
Custom Report, Invoice or Packing Slip Forms	0	2.00	\$0.00	0
Product Template Class Creation	0	8.00	\$0.00	0
HTML Includes (per template)	0	1.00	\$0.00	0
WYSIWYG Editor	0	2.00	\$0.00	0
WYSIWYG Editor (MS WORD Version)	0	3.00	\$0.00	0
XML or RSS Feeds (Froogle)	0	2.00	\$0.00	0
Graphic Design & Creative				
Storefront Design	0	0.25	\$0.00	0
Flat Design Concepts	0	5.00	\$0.00	0
Layered Design Concepts	0	5.00	\$0.00	0
HTML Design & Integration	0	1.00	\$0.00	0
Custom Icons & Graphics	0	1.00	\$0.00	0
Minor Graphical Elements	0	2.00	\$0.00	0
Major Graphic Elements	0	2.00	\$0.00	0
Dynamic Graphical Elements	0	2.00	\$0.00	0
Custom Product Buttons	0	0.50	\$0.00	0
Custom Product Pop-ups	0	1.00	\$0.00	0
Custom Ordering or Checkout Forms	0	2.00	\$0.00	0
Custom Image Animation	0	2.00	\$0.00	0
Validate Browser CSS (IE/Firefox)	0	1.00	\$0.00	0
UI Programming (per Standard Page)	0	2.00	\$0.00	0
UI Programming (per Minor Page)	0	1.00	\$0.00	0
Individual Product META Control	0	4.00	\$0.00	0
Content Page META Control	0	2.00	\$0.00	0
Install Digital Certificate	0	4.00	\$0.00	0
Testing	0	1.00	\$0.00	0
Search Engine Rank Report	0	0.25	\$0.00	0
Link Testing Report	0	0.25	\$0.00	0
Spell-check of Site & Catalog	0	0.00	\$0.00	0.00
Install Payment SDK or Gateway	0	8.00	\$0.00	0.00
Custom Feedback Loops and Emails	0	3.00	\$0.00	0
Copywriting (Assembly)	0	8.00	\$0.00	0
Copywriting (Custom)	0	3.00	\$0.00	0
Custom Browser Programming	0	4.00	\$0.00	0
AOL Persistent Firewall Detection	0	4.00	\$0.00	0
Cookie Detection & Feedback	0	1.00	\$0.00	0
Setup Robot.txt file	0	0.25	\$0.00	0
Setup Website Exclusions	0	0.25	\$0.00	0
Special .htaccess or .config Setup	0	0.50	\$0.00	0
Custom Report Setup	0	8.00	\$0.00	0
Progress Reports (Total Time)	0	4.00	\$0.00	0
File Transfers	0	0.00	\$0.00	0.00
Testing & Troubleshooting	0	40.00	\$0.00	0
UI Testing (functional)	0	0.00	\$0.00	0
UI Testing (Beta Testing)	0	0.00	\$0.00	0
Functionality Testing	0	0.00	\$0.00	0
Database Validation	0	0.00	\$0.00	0
Specifications Validation	0	0.00	\$0.00	0
Section 508 Compliance	0	0.00	\$0.00	0
Hands on Training	0	0.00	\$0.00	0
Application Help System (User)	0	0.00	\$0.00	0
Application Help System (Doc)	0	0.00	\$0.00	0
Prototyping & Proof of Concept	0	0.00	\$0.00	0
Custom 404 error handler	0	0.00	\$0.00	0
Anti-spidering (bot & image exclusions)	0	0.00	\$0.00	0
Anti-intrusion protection (HackerSafe, etc)	0	0.00	\$0.00	0
Automated Email & Alerts	0	0.00	\$0.00	0
Web Server Security	0	0.00	\$0.00	0

Payment Option 1: \$0.00 (up front)
(pay up front, 10% off est.)
Payment Option 2: \$0.00 (up front)
(3 payments) \$0.00 (on milestone 3)
\$0.00 (on delivery)
Total \$0.00

Payment Option 3: 0.00 Time Estimate
(hourly) 0.00 Max Time Billable

\$0.00 Actual Cost
\$0.00 Estimated Cost
\$0.00 Maximum Cost

\$0.00 (up front)

Additional Fixed Costs: \$0.00

Storyboard and Spec Only: \$0.00

SUPPORT

Help Desk (Ongoing)	0	40.00	\$0.00
Help Desk (Incident)	0	0.25	\$0.00
OS Patches	0	0.75	\$0.00
Security Updates	0	0.25	\$0.00
E-Commerce Updates	0	4.00	\$0.00
Content Updates	0	1.00	\$0.00
Link Checking Reports	0	0.25	\$0.00
Web Position Reports	0	0.25	\$0.00
Server Monitoring	0	0.25	\$0.00
IP Trackback / Active Pinging	0	0.25	\$0.00
Review Logs / Rotation	0	0.50	\$0.00
Maintain Backups	0	0.25	\$0.00
Restore Backups	0	0.25	\$0.00
Security Review	0	30.00	\$0.00

FIXED COSTS

Domain Registration (2 yr)	0	\$70.00	\$0.00
ISP Setup	0	\$35.00	\$0.00
ISP Hosting / year	0	\$300.00	\$0.00
Merchant Fees	0	\$15.00	\$0.00
Submit Service Fees	0	\$60.00	\$0.00
Press Release Fee	0	\$70.00	\$0.00
Application License Fee	0	\$0.00	\$0.00
3rd Party License Fees	0	\$0.00	\$0.00
3rd Party E-Commerce	0	\$0.00	\$0.00
Hardware	0	\$0.00	\$0.00
Software	0	\$0.00	\$0.00
Outsourced Services	0	\$0.00	\$0.00
Shipping	0	\$0.00	\$0.00
SSL Certificate	0	\$199.00	\$0.00
SSL: Email Certificate	0	\$400.00	\$0.00

Legend:

Standard Pages vs. Minor:
Graphic Design and Creative
Copywriting (Assembly & Custom)
Specifications Validation
Other line Items

Standard pages are defined as your average web site page with text and graphics, minor pages are very basic pages typically taking less to create. This assumes that the design, user interface design, icons and other general design concepts will be created in tandem with the application programming. A requirement where the Developer or Designer finds themselves editing the individual page content from provided materials (Assembly) or creating all content (Custom) The Developers should budget enough time to walk back through the application to ensure that it conforms to the specifications and not just take the client's approval. Line items above are common components and tasks involved in many types of basic to complex web & application development, you can change the line items as you see fit.

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ProposalKit.com/htm/proposal-software-products.htm

