



# PROPOSAL KIT SAMPLE

## Web Site Creation and Software Integration Project

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Rod Garamondi  
Bob McManus  
Pinnacle Resources Group  
P.O. Box 16493  
Clearwater, FL 33762

Dear Rod and Bob,

Thank you for taking the time to work with us to determine your Internet Marketing needs. iGuide Media will be available to start work on this project as soon as possible. We look forward to working with you on this project.

You will find our proposal will outline how we will incorporate an E-Commerce web site for your business and address the unique selling position of your organization.

iGuide Media is the right choice for Pinnacle Resources Group for the following reasons:

-  Our staff has extensive experience with similar web site development.
-  Our staff is already very familiar with your business and understands your business goals.
-  We have experience in tying web site projects together with additional marketing tactics for a complete solution.

Sincerely,

Brian Noon  
President  
iGuide Media  
813-298-0485  
[www.iguidemedia.com](http://www.iguidemedia.com)

iGuide Media  
12027 Vermillion Way  
Riverview, FL 33569

(PH) 813-298-0485  
(FX) 813-569-0778  
www.iguidemedia.com



## Creating the Pinnacle Resources E-Commerce Web Site

Prepared for: Rod Garamondi; Bob McManus

Prepared by: Brian Noon  
President



Create an E-Commerce web site for Pinnacle Resources Group as a resource for their shareholders. The web site connects Pinnacle Resources Group with their clients and distributors on the Internet with the Pinnacle Resources Group web site while integrating directly with SAP Business One software.



# TABLE OF CONTENTS

Non-Disclosure Form .....	2
Executive Summary .....	3
Recommendations.....	5
Features.....	6
Benefits.....	7
Project Deliverables.....	8
Technical Approach .....	9
Production Schedule .....	10
Training Plan.....	11
Project Constraints .....	12
Cost Summary .....	13
Contract and Terms .....	14
Company History .....	15





# NON-DISCLOSURE

iGuide Media  
12027 Vermillion Way  
Riverview, FL 33569

THIS AGREEMENT is made this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by and between iGuide Media (hereafter referred to as "Company") and Pinnacle Resources Group (hereafter referred to as "Customer").

<< For illustration purposes of this sample the complete text of the stock non-disclosure form is only available in the Proposal Pack NDL templates. >>

I will be under no obligation of non-disclosure for any information which:

- A. At the time of disclosure had been published or was otherwise in the public domain;
- B. After disclosure is published or otherwise becomes a part of the public domain through no fault on its behalf; or
- C. Is or has been rightfully disclosed to it, by a party that has no obligation to the "owner" directly or indirectly with respect thereto to the extent that such third party disclosure is received without an obligation of confidentiality.

Each party represents and warrants that, on the date first written above, that they are authorized to enter into this Agreement in entirety and duly bind their respective principals by their signature below:

EXECUTED as of the date first written above.

Pinnacle Resources Group

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date signed: \_\_\_\_\_

iGuide Media

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date signed: \_\_\_\_\_





## EXECUTIVE SUMMARY

### The Objective...

Pinnacle Resources Group needs a major Internet presence to be the hub of their Pinnacle importing business that promotes and sell their products. The site will also create a connection among shareholders. Pinnacle Resources Group also needs an easy way to display high-resolution images for use in selling their products.

- ❖ **An Internet Presence:** Pinnacle Resources Group needs a web site.
- ❖ **Web Address:** Pinnacle Resources Group needs a domain name.
- ❖ **Search Engine Optimization:** Promote Pinnacle Resources Group's web site to all major search engines.
- ❖ **Web Site Analytics:** Measure Pinnacle Resources Group's web site performance and web metrics.

### The Opportunity...

Pinnacle Resources Group has the opportunity to dominate the importing and distribution of Pinnacle in the United States.

- ❖ **Exposure:** The goal of the web site will be to dominate the importing and distribution of Pinnacle countertops on the Internet with a large amount of content and imagery.
- ❖ **Customer Service:** The site will provide Pinnacle Resources Group's clients access to view inventory and provide them with the ability to better manage their inventory and order fulfillment needs.
- ❖ **Extensibility:** The web site will connect and fully integrate with SAP Business One software.



## The Solution...

As an integral technology partner to Pinnacle Resources Group we understand the business goals for this project. We are also experts in the creation of all media and materials required for the project including but not limited to web site design, e-commerce, database design, photography and programming. We recommend using our production team to handle the creation and maintenance of this project.

- ✦ **Site Creation:** We recommend a full service web site solution including e-commerce with inventory automation, high resolution product photos, product information, company information, newsletter, current news and more.
- ✦ **Custom Image Viewer:** We recommend a custom product image viewer to display high resolution photos using Zoomify™ technology.
- ✦ **Ongoing Site Maintenance:** We recommend the Pinnacle Resources Group site be updated at least once a month with new information using a content management system.





## RECOMMENDATIONS

Based on our interview we are recommending the following course of action for us to meet the needs of Pinnacle Resources Group.

Pinnacle Resources Group is in need of an Internet presence that will make it the primary resource for information and ordering of their products.

Pinnacle Resources Group also needs an e-commerce site for clients that will include details and high quality photographs for use by clients when selecting products.

iGuide Media's staff has the skills and experience required by Pinnacle Resources Group including programmers, web site designers and developers, and multimedia designers.

We recommend that a large-scale web site be developed for Pinnacle Resources Group, which focus on two primary areas:

**First** to drive clients to the e-commerce parts of the Pinnacle Resources Group web site and build a resource for clients that will achieve the goal of becoming the number one importer and distributor of Pinnacle in the United States.

**Secondly** a large information section of the site will be built featuring interactive high resolution photography, client inventory management tool, and general information about Pinnacle Resources Group. The site provides clients with easy access to Pinnacle Resources Group's staff.

The e-commerce portion of the site will be built so that orders will be integrated with SAP Business One software for inventory control and processing.

Please contact us at your earliest convenience to discuss our recommendations. In order to complete the project within the outlined schedule and budget we will need to finalize any issues you may have within one week.

iGuide Media looks forward to working with you on this project and we guarantee your satisfaction in all phases of this project.










The products and services provided by iGuide Media to be used in this project include many useful and innovative features. Following is a brief synopsis of the major features which you will benefit from:


 **Integration with SAP Business One**


- Account access feature to create and manage clients
- Real time inventory allocation
- Clients can view order history


 **Online Billing** – Reduce the time it takes for you to collect on your accounts receivables.

 **High Resolution Product Photography** – Scalable product photos that allow visitors to truly interact with the web site. Please see [www.zoomify.com](http://www.zoomify.com) for more details.


 **Custom Design** - We will create a custom graphic design which will match your corporate look and feel and support your web site's high level business goals.

 **Product Search** -Our presentations are designed for ease of use by beginners to experienced computer users.

 **Product Catalog** – Extensive online product catalog accessed from the SAP Business One software system.

 **Client Center** – Interact with your clients in a way that increases your profitability

- Communicate with Pinnacle Resources Group staff
- Submit product requests and inquires
- Submit support request |

 **Content Management System**– Make sure your site is up to date by managing your entire site's content from one central location.





The Website project will benefit Pinnacle Resources Group as follows:

- ✦ Increase visibility world-wide
- ✦ Stand out from the competition as the industry leader
- ✦ Increase brand awareness
- ✦ Conduct business easily anywhere in the world
- ✦ Promote Pinnacle Resources Group as the most innovative company in the industry
- ✦ Improve customer service
- ✦ Track your marketing effectiveness





## PROJECT DELIVERABLES

The following is a complete list of all project deliverables as stated in the contract and proposal.

- ❖ **E-Commerce web site** – Pinnacle Resources Group E-Commerce enabled web site integrated with SAP Business One for inventory control.
- ❖ **Zoomable High Resolution Product Images** - Custom viewer for displaying and interacting with high resolution product photography.
- ❖ **Zoomify Enterprise Software** – Zoomify integration for automation of image manipulation and conversion.
- ❖ **Search Engine Optimization** – Web site optimized for inclusion in all major search engines.
- ❖ **Search Engine Marketing** – Web site submitted to all major search engines.
- ❖ **Tracking Reports** – You will have access to on-line reports showing CDROM tracking results.
- ❖ **On-Site training** – We will provide up to a one day of training when delivered.
- ❖ **Support** – Ongoing technical support will be provided by phone and e-mail for a thirty day period.



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