

CONFIDENTIAL
YOUR NEW MEDIA FIRM
PROPOSAL: WEB SITE DEVELOPMENT FOR ABC CORPORATION

Background

Mr. X, President and CEO of ABC Corporation (ABC), with an address at 4000 Alma Avenue, Burnaby, British Columbia, V5T 8H6, requested on (date) a proposal to develop a new Web site for ABC.

This proposal is based on information initially discussed with Mr. X and Mr. Y marketing Director of ABC; (Your Name) – (Project Manager or CEO) of New Media Firm recommends [outline recommendation(s)] the development of a Web site to accomplish the following goals:

[outlines the recommendation(s) and details for each]

- To promote ABC as indisputable leader in providing superior (products/services) in Canada. Currently, ABC has the best products and services in British Columbia. Other competitors in BC offer similar products, coupled with more effective online marketing through cutting edge Web sites. ABC is encountering new challenges and to remain competitive, ABC should focus on specific online target markets and promote its realistic market value. [corporate image]
- To consolidate ABC's marketing efforts. All traditional marketing materials will be digitized and available at the new site. [marketing unification]
- To improve internal and external communication efforts – news/events and newsletter sections will be created to support and attract communication with target markets. [PR & customer management communications]
- To assist in personnel recruitment. [internal processes]
- To increase awareness in Canada and abroad thereby assisting in the discovery and penetration of new markets. [marketing – brand awareness]
- To sustain the development of strategic alliances. [corporate relations]

[describe corporate plan behind Web site project]

The strategy for this Web site is to identify and connect with specific target groups that will recognize the benefits and value ABC has to offer.

It is paramount that ABC advertises its (products/services) comprehensively, and a new Web site should be the front line of its online marketing plan. The Web is the prime medium of ABC and it is imperative that the site be on the cutting edge, showcasing its

state-of-the-art facilities, high-quality (products/services), and achievements gained by (samples). Through the Web site, prospective investors and partners alike will see at a glance realistic applications of the services and products supplied by ABC.

The Objectives of this Web Development Project are to:

- a) Increase credibility - Project a positive and professional image for ABC with a clean, elegant and easy to navigate Web site. The Web site will include multiple rich media areas containing Flash, QuickTime and Shockwave files.
- b) Educate visitors - By providing history of ABC, FAQ answers, testimonials, virtual plant tours, project success stories and links to Industry resources.
- c) Provide ready-to-print content – The new Web site will provide users with printer friendly versions of all pages. ABC will digitize information in the form of PDF or Flash Paper formats to make it available to Web site users. Brochures and other printed publications can be made available electronically.
- d) Develop a Web site that is easy to maintain - A Web based template technology will be integrated into the Web site. This template system will make global updates cost and time effective as updates made to a single page of the site will automatically bring all pages linked to the template up to date. Authorized staff will be in control of all content updates.
- e) Organize a Web Team – To identify ongoing service needs and online promotional issues, and for maintaining consensus in Web site maintenance priorities and direction.
- f) Optimize Web Site for Search Engine Promotion - All no-rich media content will be optimized for promotion with the search engines. Web team will maintain and monitor Search Engine programs.
- g) Comply with the privacy act at ABC.

Web Design Process

[You may break down the project in phases to collect payment and establish refinement & approval stages]

Phase One – Proposal & Planning

Information is gathered by New Media Firm and needs are assessed by ABC. From this the goals of the Web site are defined, style preferences are established, and marketing objectives are discussed and refined. This phase also includes a Web team creation, Web site mapping, and acquirement of hosting services within ABC's computer resources.

Phase Two –Design & Production

The proposal is translated into a blueprint for site production. Visual content, including key screen comps and template design, is produced and approved before production begins. This phase establishes and develops a visually appealing design treatment (look and feel) for the new Web site. This will serve as a basis for the Home page and individual programs/section layouts. New Media Firm will present ABC with a design concept, from which ABC may provide feedback for modifications. New Media Firm will then revise the design concept until it meets with the approval of ABC.

Having established the main design concept, a Master HTML template and associated graphics and images will be created to begin the production of the home page and secondary sections. These will be reviewed by ABC for visual appearance to ensure that they are consistent with the current ABC's corporate image.

Phase Three – Testing & Launch

The site is placed on a test server, and revisions and changes are made in accordance with a project schedule. After two rounds of testing, which require the active participation of ABC, a final version of the site is completed. After the final Web site is approved, New Media Firm and ABC will work together to produce Keywords, content for Meta tags and to analyze page content for promotion with the search engines. Finally the site is launched and listed with search engines. Online marketing strategies for the next twelve months are reviewed. New content is added regularly by the Web team or New Media Firm based on site goals and ABC requirements.

Proposed Web Site Map

1. ABC – Home
 - 1.1 Introduction
 - 1.2 ABC – History
 - 1.3 X program
 - 1.4 Y program
 - 1.5 z program
 - 1.6 Y1 products
 - 1.7 Y2 Products
 - 1.8 Y3 Products
 - 1.9 Y4 Products
 - 1.10 Applicants - Links to Target Groups
 - 1.11 Links to other site areas
2. Programs
 - 2.1 Programs Outlines
 - 2.2 General Benefits and Values
 - 2.3 Selected Target Groups – Benefits
 - 2.4 Application Form – Online and PDF

3. Products
 - 3.1 Exploring ABC Products
 - 3.2 Multimedia Presentations
 - 3.3 Application Form – Online and PDF
4. Case Studies
 - 4.1 Success Stories
 - 4.2 Photo Gallery from past events
 - 4.3 Partnerships
5. Technologies
 - 5.1 Bimolecular
 - 5.2 Nuclear
6. Privacy Policy and Terms of Use
7. Search ABC Site
8. Site Map

Web Design Deliverables

Design Concept:

To consist of a set of still images for use in establishing a graphical design treatment for the overall appearance of ABC Web site.

Web site Prototype:

To consist of an interactive home page and secondary sample pages, showing proposed linking, site navigation, and sample content.

Multimedia:

To consist of all multimedia files, such as Flash, Shockwave, QuickTime Podcast, and Photography produced during development phase.

Final ABC Web site:

Home page, secondary pages, content and associated multimedia files will be uploaded to a hosting Web server to be displayed on cyberspace and reviewed by ABC for consistency.

Web Site Back Up:

To include a copy of all graphics, multimedia and scripts/code required to complete the Web site.

Schedule

Web Design Phase/Schedule

- Phase 1 - Kickoff Meeting –meeting/via phone/online. ABC and NMF review project (following contract signing)
- Phase 2 - Home page design concept presented (Feedback provided by ABC)
- Home page design revision delivered (Approval by ABC)
- Secondary Programs Areas/page design presented (Feedback by ABC)
- Secondary section design delivered (Approval by ABC)
- Production of HTML pages, incorporation of content, creation of graphics, Multimedia files, editing of images and photos, linking and preliminary testing.
- Phase 3 - Final Web site presented (Approval by ABC)
- Final Web site is tested and search engine optimization is implemented. Web site is submitted to mayor search engines. (Approval by ABC)
- Web site is ready for public viewing

Schedule may vary according to ABC requirements and workflow.

Representations

New Media Firm makes the following representations and warranties:

- b) New Media Firm can legally enter into this agreement and perform the services contracted herein.
- c) New Media Firm warrants that materials produced are to be original and that ABC will become the sole proprietor of the materials upon the completion of the project and payment of the contracted price. If any part of the material is not original, New Media Firm shall obtain permission for use of the material on ABC Web site.
- d) New Media Firm is not under, and will not assume, any restriction that prevents New Media Firm from performing its obligations as assigned in this agreement.
- e) New Media Firm will work with ABC representatives and employees, as determined by Mr. X and Mr. Y.

Assumptions

1. Content Freeze - Once the site map, number of sections/pages and their functions have been defined and agreed upon, these will remain unchanged throughout the duration of the project.
2. Documents or information to be converted to ready-to-print formats will be provided by ABC.
3. New Media Firm will deliver HTML documents and Multimedia files suitable for the display of rich media on the Web.
4. All photos and written content will be provided in electronic form by ABC upon delivery of Home page concept. New Media Firm will assist ABC to take, acquire or purchase the necessary imagery for the project if necessary.
5. ABC will provide prompt delivery of information related to Domain Name and Server Hosting accounts. This includes text, images, and materials requested by New Media Firm to complete the project in accordance with the agreed schedule.

Ownership and Copyright

All materials produced by New Media Firm in the course of this project shall belong exclusively to ABC, and are considered Works for Hire.

[Copyright and Ownership Practices

A Web site can be divided into three distinct elements; all of which can, and often do, have distinct rules governing their use.

Content

The intellectual property rights to the content, or the text and images that comprise a Web site, are typically retained by your client, as this information is usually provided to your New Media Firm from the company's marketing department. However, in cases where the Web design firm writes the content, ownership is retained by the New Media Firm until it is transferred to the respective parties.

Code

Many copyright issues arise out of source code ownership. The rights to the computer code that makes a web site run is often retained by the New Media Firm. This occurs because the designers or developers often reuse components of programs such as FrontPage or Dreamweaver. As a result, they cannot transfer the rights to another party.

Design

The design, or the unique combination and composition of images, colors, sizes, typography, and positioning, can cause many conflicts. Canadian copyright law automatically protects artwork from the moment it is created, even without inscribing a copyright notice. As a result, your New Media Firm retains all rights until they are transferred at the end of the project.]

Price and Payment

ABC agrees to compensate New Media Firm \$0,000.00 + taxes for work performed to complete this project as currently specified. Any modifications or additions not contemplated in this proposal will be negotiated and charged separately.

[list main services provided during project]

This price includes consulting services, project management, concept research, graphic design (for the Web), Web site development, multimedia development, testing (display, colour and browser compatibility) and search engine optimization.

Payment schedule:

- 1) \$0,000 + taxes due upon signing of agreement.
- 2) \$0,000 + taxes due upon completion of phase two.
- 3) \$0,000 + taxes due upon completion and testing.

Approved to:

ABC Corporation

By: _____
Authorized Signature

Name: Mr. X

Title: _____

Date: _____

Submitted by

Project Manager or CEO
Strike Creative