

Website Redesign Proposal

Prepared for

CogentHub Private Limited

Created By

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Who we are

Eclick Softwares started as a **web development company in Kolkata** with a workforce of just 10 but highly committed young professionals. Thanks to the unwavering support of its clients and associates. With the strength of over 60 hand-picked individuals spread over 3000 sq.ft. sprawling office, Eclick today offers complete web-based solutions under one roof.

Our services include web designing and development, logo designing, graphic designing, **online marketing in Kolkata** and a volley of economically worthwhile and ROI driven web solutions.

We aim to deliver creative yet cost-effective and simple web solutions to our clients by understanding their specific requirements. What we believe in is openness and honesty and so never make false promises to our clients. We even make sure to offer web based services and solutions using the most up-to-date technologies for maintaining international standards.

We offer our web solutions to many industries, which include:

- Fashion
- Health and Care
- Information Technology
- Real Estate
- Sports
- Home Improvement
- Arts and Entertainment
- Automotive
- Recruiting
- Finance
- Energy
- Education
- Food and Beverage
- Law
- Gardening
- Hotel
- Telecom
- Security
- Travel and many more

Services we offer

At Eclick we offer a wide range of services to our clients.

Logo design

In India, entrepreneurs fail to understand the importance of a logo design in a business. If you are starting a business, you should know that a logo works wonders as a marketing tool. Apart from giving a business its unique online identity, it helps the business to stand out from its competitors. It is the first visual that prospective clients have of a brand. We can help you with designing symbolic logos, illustrative logos, emblem logos and more.

Graphic design

No matter what kind of business you have, graphic design is a necessity for all businesses. Unfortunately in India, many businesses neglect the aspect of graphic designing and allow untrained staffs to handle the important aspects of their design. What happens as a result is that a large number of wrong messages are sent out. Grab the attention of your prospective clients with our attractive graphics for your marketing materials and branding.

Website design and development

At Eclick we offer comprehensive website design and development services boasting of highly scalable designs, well thought of layouts, graphics, quality beta applications and optimized content.

Mobile APP development

When rich experiences are shipped to the small screens, it is then translated to business success, flexible operations, and better consumer engagements - and we fulfil by deeply understanding and implying mobile technology and user experience. Working with multiple ecosystems for delivering scalable iOS Apps, Android Apps and Web Apps, we can create an optimum impact on the end-user. We have every solution for designing and developing apps having digitised processes and integrated complex data sets as complete communication channels.

Digital marketing

There are various ways of how you can promote your company over the Internet. As a professional company specializing in digital marketing, we exactly know what tactics to be followed to promote your business over the web. We offer internet marketing services that include Search Engine Optimization, Social Media Optimization, Online Reputation Management and Online Advertising at a very competitive rate.

Website maintenance

Maintaining an updated and current website encourages viewers to come back and visit your site more often. So, have fun running your business while allowing us to have fun maintaining the site for you. Our website maintenance services include content updation, image updation, removal of bugs and broken links, code restructuring and more.

Our Work Methodology

Analysis

Our primary focus is to gain an in-depth knowledge of the clients' concepts and ideas, goals, target audience, project parameters and most importantly, the desired outcomes. All these help us to design and cultivate strategies fitting to our client's needs.

Details Briefing

Once the clients' requirements will be completely analyzed, the project managers brief the details of the project to the specific team members. It helps the designers and developers to perfectly act on whatever has been assigned to them.

Work

The web developers work with project managers to meet our client's exact need. Our Quality Analysts evaluate finer details of the design and development process to ensure smooth process flow. We specialize in the quickest delivery and that too without compromising on quality.

Promotion & Maintenance

We can promote your business to the target audience and thus help you gain sustainable profits consistently. Our experienced digital marketers help to build an online identity in no time. We also provide web maintenance service to ensure that it never falls behind in the rat race of this competitive business world.

Scope of Work

Functionalities of the front-end website are given below

1. Home page
2. Services
3. About
4. Contact
5. Privacy
6. Case studies
7. Blogs
8. Faqs
9. Industries
10. Career
11. Call to action buttons
12. Accepting cookie policy
13. Chat

Functionalities of the back-end website are given below

1. Admin Login
2. Forgot password
3. Change password
4. Services Management (category wise)
5. Content management (Manage all contents for about, contact, privacy)
6. Case studies management
7. Blogs management
8. FAQs management
9. Industries management (category wise)
10. Career management (add job vacancies along with upload CV button)
11. Social media integrations & interlinking
12. Will integrate chat option once you provide chat account access

OTHER SILENT FEATURES:

- ✓ The website will be 100% responsive.
- ✓ Will be Cross browser compatibility
- ✓ Cross device compatibility
- ✓ Fully Custom and brand-new design
- ✓ Easy Admin panel

N. B: We will not provide you any content or the images of the website. You need to provide the images and content. And any types of data entry price not included in this price. You can easily add the content and images from admin panel.

Project Stages & Timeframes

DESIGNING

ESTIMATE TIME: 20HRS

Initially, we will show you a demo desktop version homepage design with 2 revisions. After the demo homepage design approval, we will show the inner pages designing stage along with a maximum of 2 more revisions if required and will take your approval for the inner pages designing stage too. The overall design stage timing will be around 5-7days. Please note that we may use dummy images/contents during the designing stage which can be changed later on after website admin completion. This stage is all about preparing a design concept based on which the website needs to be developed. You also need to take care of the agreed installment so that we can move forward to the next stage.

FRONT-END DEVELOPMENT

ESTIMATE TIME: 40HRS

Based on your design stage approval, we will move ahead with the development of all the designed pages which includes HTML, programming, etc., and complete the entire website desktop version frontend in about 10-15days. You can view the entire website by opening the link that we will share. Again, you need to take care of the installment.

ADMIN BACK-END CREATION

ESTIMATE TIME: 30HRS

As we already have the website front-end ready, so we will go ahead and create the back-end so that you can manage all the contents, pictures, location, email id, and phone numbers all by yourself through admin login access. We will complete this admin stage in about 5-7days. Please note that all the dummy images or content should be replaced with your content before launching the website and please strictly use your own image/content in order to get rid of the copy-right issue. There will be the final installment that you will be supposed to take care.

MOBILE RESPONSIVE

ESTIMATE TIME: 30HRS

As everything is done along with admin development, so we will convert the entire website and make it compatible with all kinds of mobile/tablet devices and it will take around another 5-7days or so.

WEBSITE LAUNCH

ESTIMATE TIME: 2HRS

Finally either you can launch the website using your own domain & hosting in which we will share all the design & development files or else we can launch the website once you get ready and share with us your domain & hosting login details which will take few more hours to process the website launch.

Development Platform

In order to deploy a robust and a scalable application, decisions have been taken to implement the total solution using the applications detailed below.

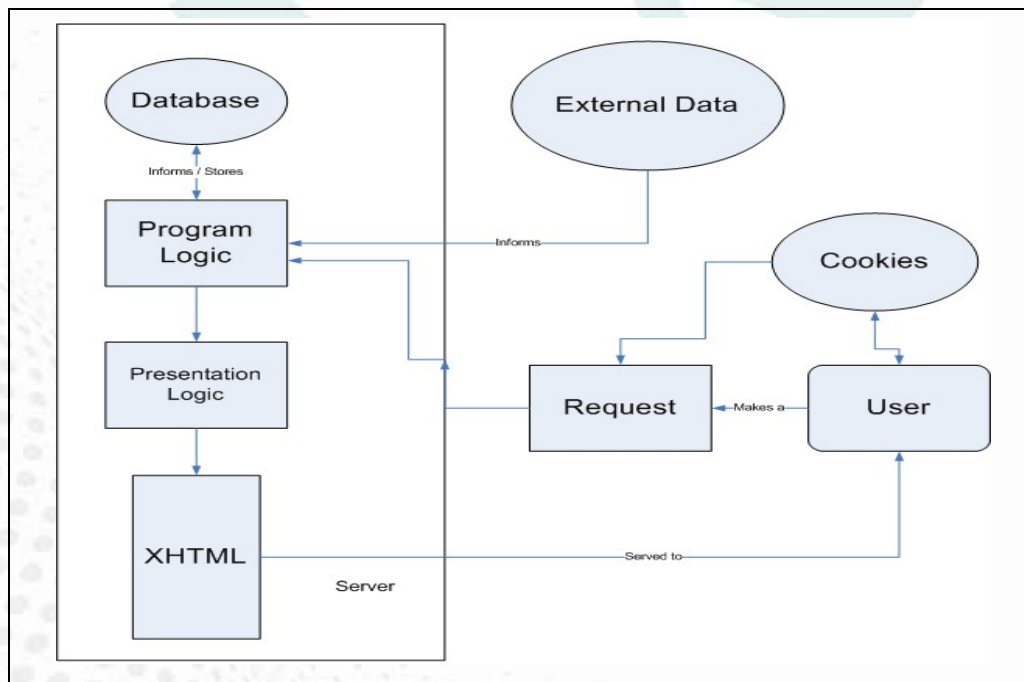
Development Environment-Software

- HTML 5
- PHP 7.X
- Laraval
- Java Script
- AJAX 2.0
- JQuery
- Linux Server Platform

Database Requirements

- My-SQL

Logic Flow of the Application



Project Time Estimation

A basic time analysis has been deduced after going through the provided scope. The time estimation mentioned below has been dealt module-wise to understand the depth and complexity of the development process.

We estimate that development of the project will take approx 25-30 **working days**.

Please note that successful and timely completion of the project within the specified time frame also depends on the following:

- Time-bound submission of deliverables from your end connected with the development process.
- Meetings for discussion and approval of the work in progress from time to time as and when required.
- Any delay in approvals, changes and project requirements etc. would affect the project execution and result in putting the project on hold after three reminders. Once a project goes on hold the production team will re-schedule and re-estimate the project plan.

Project Pricing

Below is a detailed report of the cost estimation analysis for the project. For ease and convenience, we have broken up the cost; module-wise:

Description	Quantity	Price (in INR)
Website redesign and redevelopment for www.cogenthub.com		60,000.00
Discount 10%		6000.00
Subtotal		54,000.00
CGST 9 %		4860.00
SGST 9 %		4860.00
Total (Sixty-Three Thousand Seven Hundred Twenty INR Only)		63,720.00

Payment Terms

- The payment terms are broken into the following payment milestones:
 - 30 % Upfront payment
 - 30 % after design approval
 - 20% after website front-end completion
 - 20% after website back-end admin access
- We will provide invoices against the payments made.
- Payments are to be made immediately on achieving / delivery of these milestones.
- Any non-receipt of payment at the above-mentioned stages and / or delay beyond a period of seven days would lead to delay / discontinuance / suspension of work without any liability from us.
- Termination of the contract without any unjustified cause or fault would lead to forfeiture of the payment received till such date of termination.

Our happy clients

- ✓ <https://www.911interpreters.com>
- ✓ <https://www.corwell.co.uk>
- ✓ <http://kaycontracts.co.uk>
- ✓ <https://www.davidgillettstudios.co.uk>
- ✓ <https://www.jkctoymaster.ie>
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Conclusion

Eclick Softwares & Solutions Pvt. Ltd. brings high levels of experience, technological proficiency, pre and post implementation support and timely deliveries along with fine attention to detail. As a one-stop solution provider, we take care of all the factors so that you can focus on what's most important to your business.

As web innovation specialists, we understand that a project has practically unlimited potential for growth. As such, the scope of the projects also undergoes changes and enhancements during development. Rest assured, we factor all these points in as work progresses so that the end product is not only in line with the original vision, it also has the latest ideas and technologies supporting it.