



AAB Office Equipment New Website

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Version 1

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Objective

This proposal outlines suggestions to create a website for AAB Office Equipment. The project's goals for the website are to:

- Improve company credibility
- Create a low-maintenance web presence
- Follow a clean and easy to navigate format
- Encourage prospective customers to make an enquiry
- Allow search engines to fully index all pages
- Be as fast as practical, even over a slow internet connection

Business Overview

Details

Business Name: AAB Office Equipment

Domain Name: aabequipment.com.au

Overview

AAB Office Equipment is a long-term local family company having started in 1977. The company is now operated by 4 brothers who oversee various arms of the company operation.

Competitors

- Fuji Xerox Cairns
- Evolve Equipment Management
- Think Office Technology
- Brilliant Technologies

Target Market

The website design and layout needs to satisfy the following target markets:

- Local small-medium business owners
- Government departments

Selling Points / Unique Points of Difference

- Long-term local owners & staff
- Fleet is GPS equipped

Website Structure

Proposed Navigation

1. Home
2. About Us
- 2.1. Recycling Program
3. Products
- 3.1. Managed Print Services
- 3.2. New Copiers
- 3.3. Printers
- 3.4. Service Area
4. Contact Us

Summary: 9 content pages.

Cost Estimate

Based on discussions, we have constructed the following pricing estimate. If it proves suitable, it can be considered a firm quote. Prices are inclusive of GST and are valid for 30 days from the creation of this document. Please be aware that should the scope deviate from that described above, or content changed after it has been implemented, the additional work will be chargeable at the scheduled hourly rate.

Component	Time	Rate	Cost
Design concept and template creation	12.73	\$110	\$1,400
9 content pages	13.50	\$110	\$1,485
Content Management System	5.00	\$110	\$550
Totals	31.23		\$3,435

This quotation includes:

- Design and development aspects of the website, including an initial design concept
- Minor changes prior to going live
- Support and consultation throughout the development process
- Search engine optimisation of the website
- Advanced website statistics

This quotation does not include domain name registration, web hosting, copywriting, proofreading, photography or other ancillary services. Work required on the website succeeding the final sign-off of the website is charged at our scheduled rate of \$110/hour (GST inclusive.) No other ongoing costs are charged, with the exception of optional additional services.

Other Expenses

Ongoing Hosting-Related Expenses

Please find below an overview of the hosting-related fees charged by our web hosting business. You are welcome to choose any hosting company for your website, provided it meets the technical requirements of this project (see list below). If you elect to use an alternative web hosting company, and the website needs to be changed to accommodate incompatibilities, additional development charges may be incurred.

Service	Cost
Domain name registration (Australian, e.g. .com.au)	\$99 per two years
Domain name registration (Global, e.g. .com)	\$44 per year
Web hosting on “Business Bronze” plan (1GB storage)	\$299.40 per year (or \$24.95/mo)

The following technical requirements may be passed on to a web host to check for baseline compatibility, but may not cover all possible permutations:

- PHP 5.3+
- MySQL 5+
- Apache 2+ with mod_rewrite
- Imagemagick 6.2.8+
- Linux
- SSH access (preferable, but not essential)

Stock Photography

If we are required to purchase stock photography for use in the website, we will do so from www.istockphoto.com, and on-charge at the same cost that is displayed on the website for the appropriate image size.

Optional Additional Services

Hosted Email Service

The web hosting plan specified above includes basic email hosting (the type where email is downloaded off the server to an individual computer.) For business email, we recommend our premium email solution, Zimbra Hosted Email, which allows all email to be centrally hosted (so it can be accessed from any computer or device), full mobile phone support, mailbox and calendar sharing, and much more. See <http://www.precedence.com.au/web-hosting/zimbra-hosted-email> for more information.

Service	Cost
Zimbra Hosted Email — 2GB mailbox	\$16.50 per month

Online Backup Service

If your business does not currently have an off-site backup solution, then our online backup service may be of interest. With a simple software installation, important files on all of your computers and/or servers are backed up continuously and automatically to our secure datacentre. You can restore one or all files at any time in the event of either accidental deletion or total loss of your data. We provide you with full setup assistance, constant monitoring and notifications of any problems.

Service	Cost
Online Backup Service — 50GB storage	\$30 per month

Our Approach

Precedence develops websites that are functional, easy for your customers to navigate and which focus on your bottom line. Our company is committed to providing a product you are proud to show your customers.

Our websites are tested across all browsers and operating systems and look great on both large and small monitors with varying resolution sizes. We ensure your websites will print beautifully and are search engine friendly.

Rest assured the production of your website is done by our team of 14 full-time designers, programmers and support staff from our Cairns offices.

Getting Started

To commence work on this project, we require the following:

- Approval of quotation
- Payment of deposit (we will send an invoice after the quotation has been approved)
- Supply of materials necessary for the design concept:
 - Logo (in digital vector format, e.g. AI, EPS, PDF — as supplied by graphic designer)
 - Photos (a selection of the best photos which may be used in a header graphic)
 - Any taglines or other elements that should be incorporated into the design
 - Sample content for the home page and one other key page

Terms and Conditions

A 50% deposit prior to commencement of work is required, with the balance payable prior to launch. The deposit pertains to expenses such as client contact and concept development. This portion is non-refundable.

Precedence Group Pty Ltd owns the copyright to all works produced (including this document) until final payment, after which time copyright is assigned and a licence to use the source code is granted.

Work cannot commence on the website until all text and image content is received. After the design concept has been accepted and all materials are received, a turnaround time and applicable milestones will be proposed.

All materials (such as text and images) you supply to us must be either owned by you or you must have permission to use them.

We do not guarantee that the functionality of the websites or applications we build will always be free of errors. We shall not be liable to you or third parties for any consequential or indirect loss, financial damages, downtime, or lost profits or opportunities, resulting from breach of contract, negligence, or other claims. In no event shall our aggregate liability exceed amounts paid by you to us in relation to the work undertaken.

Sign-off of the website and associated uploading will occur upon payment of the balance due on the website. Prior to this, the website will be stored and proofed in a temporary location on our web server.

We are looking forward to working with you, and if you have any questions about any aspect of this document, please do not hesitate to contact me.

Warm regards,
Nicky Jurd
Managing Director