

# DataCal Custom-made Website Plan

4505 W Bolder St.

Phoenix, AZ, 84093

(555) 120-0981

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Joshua Palmer, Senior Tech Consultant

Techcon Industries

190 Footworth Ave,

Boulder, CO 80301

Enclosed is a specialized program and consulting proposal regarding your request for a custom-made website. We must discuss specifications over the course of the next few months to create the exact website you desire. The proposal considers the need for a consultant, which can advise and discuss the attributes and progress of your website.

The proposal will also examine the necessary steps to creating your website. The schedule of meetings and deadlines for your website must be followed closely, so please do not delay. You will receive information on your website-creation team, which have been carefully selected by your consultant and the expected cost of your website. The specific rate will be determined after the completion of the project.

Included in your proposal is important information, so please read carefully. If you have any desired changes during the project, please email your consultant at [JoshuaPalmer@TechCon.com](mailto:JoshuaPalmer@TechCon.com). Also, look at the schedule closely and email Mr. Palmer if rescheduling is necessary.

Enclosed: DataCal Custom-made Website Plan

Dear Ms. Julia Clark,

TechCon is avid in aiding every business, big or small, with a well-organized and proficient website. We have received your email regarding the need for a custom-made and specialized website for your small business. We will be looking into your websites specialized program starting Tuesday, February 13<sup>th</sup>. Specialized programs require a consultant, and as Senior Consultant at TechCon, I have decades of website development experience and look forward to working on this project.

TechCon has five types of programs designed to develop websites. Each program is for a specific budget, company size and inventory amount. Other factors come into play as well; however, most companies can fit into one of these programs. We have looked at your company's statistics, size, revenue, and taxes to help identify the necessity of a specialized website. Your company, DataCal, has over four hundred products sold worldwide and your companies original website background information is extensive. Our designs are for small businesses with a limited amounts of inventory, products, and data. Thus, we have concluded that a customized website is necessary.

The plan is listed below; please note that dates are not final, but we would like to stick to the schedule as much as possible.

Title	Description	Date
Initial Consultation	<ul style="list-style-type: none"><li>• Discuss the aesthetics and basics of the website.</li><li>• Create an outline for my creators to follow</li><li>• Answer any questions, comments, and concerns about the website</li></ul>	2/16/18
Technical Consultation	<ul style="list-style-type: none"><li>• What items need to be kept from old website</li><li>• Website size, format, type</li><li>• Text</li><li>• Backend information (shipping, login, inventory)</li></ul>	2/19/18
Aesthetic Consultation	<ul style="list-style-type: none"><li>• Discuss page format</li><li>• Design pallet, fonts, borders, sounds, colors</li><li>• Background images</li><li>• Pictures, audio, and videos</li></ul>	2/21/18
Creation Part 1	<ul style="list-style-type: none"><li>• Create Pages (with names and style implemented)</li><li>• Create front page, text, pictures, videos, etc.</li><li>• Discuss result and if any changes are needed</li></ul>	2/22/18- 3/2/18
Creation Par 2	<ul style="list-style-type: none"><li>• Put in product information</li><li>• Create the shipping platform</li><li>• Install any outside programs</li></ul>	3/5/18- 3/11/18
Creation Part 3	<ul style="list-style-type: none"><li>• Finish any other pages</li></ul>	3/12/18-

	<ul style="list-style-type: none"> <li>• Search bar</li> </ul>	3/18/18
Creation Part 4	<ul style="list-style-type: none"> <li>• Work on backend and login information</li> <li>• Transfer of backend information from old website</li> <li>• Clean up design and check for functionality</li> </ul>	3/19/18- 3/25/18
Final Consultation	<ul style="list-style-type: none"> <li>• Consult with Senior Consultant about final product</li> <li>• Answer any questions or concerns</li> <li>• Fix any bugs, errors or crashes</li> </ul>	3/16/18

I will be working with my amazing team throughout the entire project. I will be working closely with my vice consultant on the best actions to take. My programmers, developers, and designers are all highly qualified individuals that have been working with the company for decades.

## Our Team

Position	Name	Information and achievements
Vice Consultant Specialist	Scarlet Madden	<ul style="list-style-type: none"> <li>• 5+ years consulting experience</li> <li>• Over 10 awards for achievement and customer satisfaction</li> <li>• 10 years' experience at TechCon in website development and design</li> </ul>
Senior Website Programmer	Michael Diez	<ul style="list-style-type: none"> <li>• 10+ years of programming experience for Go Daddy</li> <li>• Programmed over 300 different websites including ESPN and Disney</li> <li>• 5+ years' experience as Senior Website Programmer at</li> </ul>
Vice Website Programmer	Emanuel Elam	<ul style="list-style-type: none"> <li>• Trained under Michael Diez for over 5 years</li> <li>• Has received numerous awards for his quick yet effective programming style</li> <li>• 5+ years' experience as a programmer at TechCon</li> </ul>
Senior Website Developer	Samuel Pierre	<ul style="list-style-type: none"> <li>• Worked at Weebly for 10+ years</li> <li>• Developed Websites for over 200 small businesses</li> </ul>
Senior Website Designer	Patricia Renner	<ul style="list-style-type: none"> <li>• Graduated top of her class with a Masters in Website Development</li> <li>• Designed hundreds of award-winning websites</li> <li>• Has worked 10+ years as our main website designer</li> </ul>

The exact cost of the project will range from \$7,000-10,000. This will depend on many factors.

Some will include:

- Cost of person-hours
- Cost of programs, materials, and goods
- Any add-on or specialized software
- Cost of Copyright for 3<sup>rd</sup> party programs, music, and animations
- Extra programs like 24/7 technical support and QuickBooks
- Changes, complications, errors, and mistakes

Websites can be complicated and unpredictable. However, our team is a group of highly-skilled professionals that will work hard to complete the project on time and within the estimated cost. We will keep you updated through email if complications arise or if we need to make any necessary changes.

We look forward to working with you. I, Joshua Palmer, have already consulted with our team and we are very excited to begin this project. Please contact me at [JoshuaPalmer@Techcon.com](mailto:JoshuaPalmer@Techcon.com) if you have any questions or concerns.

Sincerely,

A handwritten signature in cursive script that reads "Joshua Palmer".

Joshua Palmer, SC  
Senior Consultant  
TechCon Industries