



Website or Mobile Application Design Proposal

This proposal is for Website Design Services. We intend to create a website that will establish a strong brand message through a new digital storefront for digital expansion.

By determining your target demographic, and helping you establish the right voice, we'll create a website that speaks clearly to the right people, niche, and makes it easy for them to take the next step towards becoming your customer.

In terms of back-end functionality, we'll walk you through features to be available your site, and create an experience that does most of your business for you. That is simple and integrates e-commerce with your brand's goals.

Goals actually form a critical part of our web design process, because we don't just build a website to be pretty, we build it to help you achieve your goals. We shall detail out the goals in a goal-setting meeting

Your Nerd-Website Will Solve:

— Attracting New Customers

Trust me to mirror your physical business, exceeding expectations, and give you a competitive edge. Our team will customize the website for business introduction, growth and functionality.

— Business Automation

Your website will offer automation opportunities that streamline business operations. We'll automate processes such as customer support, inventory management, order fulfillment, and etc.





Integrating an online store with inventory management systems and customer relationship management (CRM) tools to further enhance efficiency will help you focus on growing your business.

— **Competence:**

E-commerce is an efficient and competent method for effective business transactions over a physical store. Set-up cost are extremely low. No to very few permits are required to start-up an online business. You will save money by using fewer employees to perform operations like order receiving, billing customers, managing inventory and more.

— **Customers Reviews Sell Your Products:**

With lots of customers' reviews and product ratings, you can easily increase your sells as new customers find that your products are good and effective. Make sure that you mention your clients' testimonials, reviews and product ratings as such things can help your new customers to purchase your products.

— **Sell Products Across the World:**

A physical store in Eswatini, is limited by the geographical area that it can service. The entire world is your playground, where you can sell your complete range of products or service without any geographical limits. Moreover, the remaining limitation of geography is solved by mobile commerce or use of delivery services.

— **Stay open 24*7/365:**

The most important benefits that ecommerce merchants can enjoy is store timings are 24/7/365 as they can run e-commerce websites around the clock. By this way, Website can increase your sales, by boosting your number of orders. Furthermore, it is also beneficial for customers as they can purchase products whenever they want no matter the time or location.



— **Economical:**

Now, you don't have to invest your money in the physical store, insurance or infrastructure. All you need is a wonderful idea, unique products and well-designed website to reach your precious customers with your products and services.

— **Decrease Costs:**

Some of the costs reduced by opting for ecommerce:

- **Advertising & Marketing Cost:** Opt for ecommerce, you don't have to spend your money on traditional advertising and marketing. However, organic search engine traffic, social media paid traffic and pay-per-click are some advertising channels that pair well with e-commerce.
- **Personnel:** A complete automation of check-out, billing (quotation, invoicing, etc.), inventory management, payments and other type of operational costs lower the total number of employees that you require to run your business.
- **Eliminate Extra Costs:** Now, customers do not have to travel long distances to reach your store, as ecommerce allows them to visit the e-store anytime without traveling. With few mouse clicks or taps on a screen, customers can make their purchase and have wonderful shopping experience.

— **Offer Huge Information:**

Empower your customers with information that advances them towards purchase of your product or, and services. Additionally, with a real-time chatbot, for additional 24hrs customer support. Customers get information that is not possible in a physical store. It is difficult to equip employees to respond effectively to customers across different product lines.



— **Expand into Order and Delivery Market:**

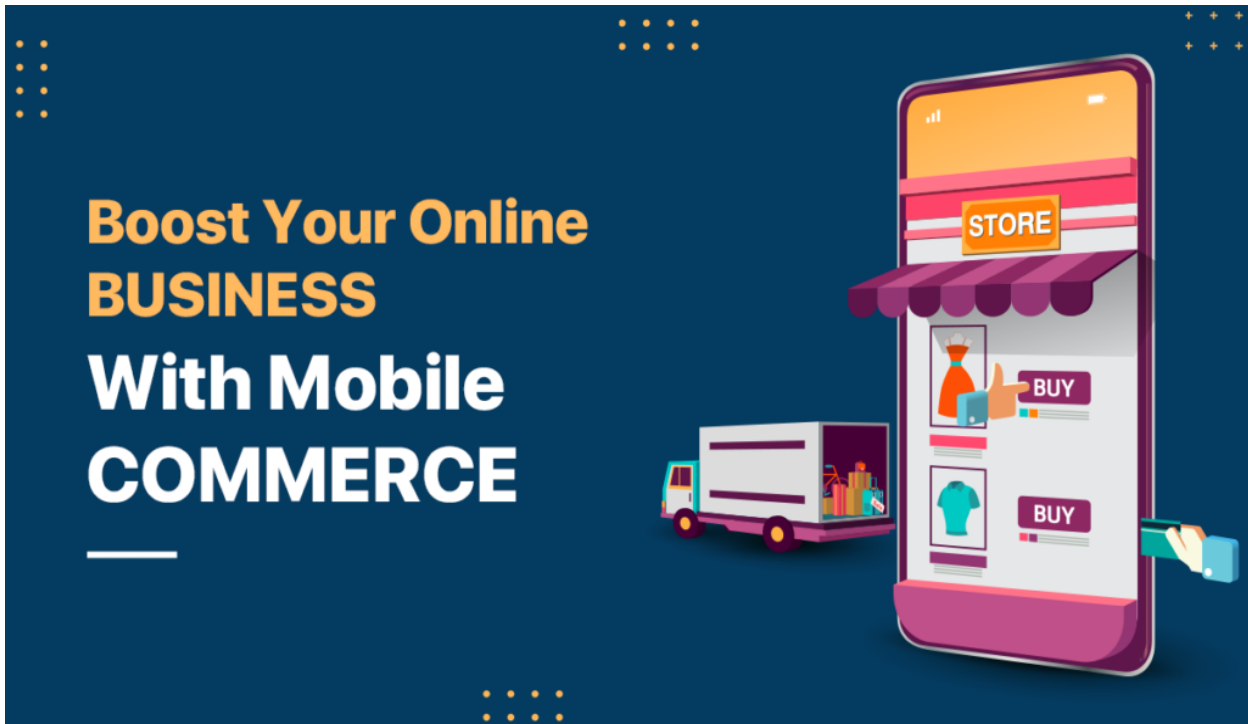
It is difficult for buyers to find you in the physical world. Whilst it is very easy for them with the inception of your web-store. Customers can purchase their required product or service remotely on the website and you can deliver to any corner of your world.

— **Scalability:**

With our effective ecommerce solutions, you and your organization grow and scale easily to meet market demand as well as customer requirements by introducing different sales channels and reaching market segments. Merged with easy to scale service or product delivery options that you offer.



Our Proposed Solution



- We propose an interactive web based application, that will automate tasks delivering your services and products in digitalized form. Enabling access to your store 24/7/365 including all of the features in your physical store.
- To add greater levels of interactivity, we propose a product menu with an interactive cart/shopping basket. Allowing for 24hours order, payment and processing of orders.
- To add instant chatbot to the website. Directly interact with visitors through instant chat, with automated chatbot options available. This serves as a virtual store assistant. Responding to customer queries remotely.



Solution will require the following resources:

— Domain Name Address

This is what you type into your web browser bar to get to a specific website. Generally, you'll see a .com, .sz, etc. at the end of a domain address. It's kind of like the address you'd give the pizza guy when ordering pizza. Nerd can use an existing domain name, or register a new domain for you.

— Web Hosting Service

Domain hosting refers to the process of storing all your website files on a server. Making them available on the internet from your domain name. hosting services also provide business branded email addresses, as sales@sibonerd.com. Nerd will be hosting your website for you.

— Detailed company profile.

A company profile is an overview your company's business activities, products or services, target markets, and history. It's intended to help Nerd understand the company and its offerings. Enabling us to replicate your business online.

Please include:

1. Company name, logo, and tagline.
2. Brief history, including founding date and key milestones.
3. Mission statement and core values.
4. Description of products or services, including any unique features
5. Target market and customer base
6. Company's competitive advantage in the market.
7. Key executives and management team.
8. Contact information, including website, phone number, and email address



— Use of your official branding kit (Logos, fonts, colors, etc.).

A client's branding kit typically includes the various elements that make up their brand identity and to establish brand recognition. The kit sent to Nerd can include logos, fonts, colors, and other visual and aesthetic components that are commonly used across marketing and promotional materials.

Logos provided to us may include variations in color or style depending on the intended context. Fonts typically are the ones commonly used across your brand, and may include multiple font families and styles for use in different contexts.

Colors must include a primary color palette as well as secondary and accent colors for additional versatility.

Other elements that may be included in the forwarded branding kit include brand guidelines, imagery, and other visual assets that help to convey the brand's tone and personality.

— Approved guideline for the landing page.

The landing page design is one that follows a set of guidelines and strategies aimed at attracting the target audience, maintaining their attention, and encouraging them to take action.

First, the design will complement the content and messaging off the company, using colors, fonts, and imagery that supports the company's goal.

Secondly, the page should have a clean and organized layout, with a clear headline and easy-to-scan text. Videos and graphics can be used to engage viewers, but should not distract from the central messaging.

Thirdly, the page should be mobile-responsive, ensuring that the user experience is smooth and consistent on all devices. Finally, the design should incorporate a strong call-to-action, directing users toward a goal such as filling out a form or making a purchase.



— Approved Website Content.

The website will be designed to attract a visitor's attention and collect information and it typically contains a form or call to action. To engage visitors in exchange for some kind of offer, such as product catalogue, service quote, or product demo. The goal of the content is to convert visitors into leads or customers by providing them with targeted information that addresses their needs or desires.

The content should be concise, focused, and directly related to the offer being promoted. It should be written in a tone that matches the brand's voice and speaks to the customers' pain points. Headlines and subheadings should be attention-grabbing and highlight the benefits of the offer. The page should be visually appealing with high-quality images and a clean layout that guides visitors toward the call to action.

Overall, a successful website should clearly communicate the value of the offer, make it easy for visitors to get it, and create a sense of urgency to encourage immediate action.

— Professional images of the product or, and service.

Professional images of your products or services are a must. These images create an impression on potential customers which can sway their decision-making process. The images should be clear and well-lit to accurately represent the product or service. They should be taken from various angles to allow the customer to see the product or service in different aspects.

Using a high-quality camera or a professional photographer is recommended. The right images will convey the quality and value of your product or service, instilling confidence in the minds of your consumers.



Proposed Schedule

Please note: all dates are estimated in number of days having received all the project requirements necessary to begin the proposed project.

Deliverable	Day	Done By
Domain name registration	1	Scopehost
Business mail set up and configuration	1	In house
Social media audit and creation	1	In house
First draft of landing and product pages	2	In house
Beta version of landing and product pages (online)	3	In house
Testing and audit	4	Outsourced
Corrections and tweaks	4	In house
Launch of complete site	5	In house



Our Quote

The following is an estimated price quote for the proposed project, intended for a complete website to be designed and completed in one work week from date of initial deposit payment.

Date of quote: 12/02/2024.

Product/Service	Estimated cost in Emalangi
Domain Registration/Year	E299.99
Domain Hosting @ E120.00 per month (12 months).	E1 399.99
Custom Website Design and Development.	E3 899.99
Online Shop Set Up	P. O. E
TOTAL	E 5 599.99

Our Payment Modes

We accept payment from:

FNB:

62774638856

Branch: 202064

MTN Mobile Money:

78899582

Ref: Nerd



Our Payment Terms

We accept payment of 30% minimum upon beginning of work. A further 50% to be paid up to 7 days after the online launch of the site domain. The remainder of the fees to be paid 10 work days after the final round of debugging and tweaking.

Contact Us

Should you have any questions, need clarifications, or would just like to discuss the ideas, please feel free to contact us directly. Once proof of payment has been received, we shall immediately contact you and finalize all details.

Liaison: Sibonginkhosi Dlamini, CED (Chief Executive Designer).

Tel: +268 79960073

Email: sales@sibonerd.com

Website: www.sibonerd.com



General Terms & Conditions

Ownership

Nerd will provide a Finished Product(s) to the Client in the form of source code, rendered and asset files. These files become the exclusive property of the Client upon acceptance of delivery, however these files are partially based on a non-exclusive code base created and maintained by Nerd and in some cases existing code was used to help create the deliverables. Such code and other underlying technologies do NOT become the property of the Client, only the Finished Product(s). In addition, the Finished Product(s) may depend on code, objects (COMs), and other third party utilities that are the property of their respective owners. No rights to these dependencies is expressed or implied. Additional licensing may be required with third party assets.

Point of Contact & Training

Nerd will require one point of contact during the Contract for clarifying requirements for design, key features, usability, and maintenance issues. Nerd requires this person be available to answer questions arising from the project within 24 hrs on workdays (subject to reasonable exceptions), and to have authority to make design and related decisions on the system.

Project Management & Communication

Nerd may manage this Contract using third-party project collaboration software. The Client's Point of Contact, stakeholders, and collaborators will all have appropriate access to the project and all associated assets. This system will serve as a primary mode of communication, documentation, and reporting. Any approval marked within the system by the Point of Contact will be considered official written approval.

Response Time

Nerd works exclusively with Independent Contractors. The benefit of a flexible team is rapid scalability and a diverse set of services. Due to the nature of the business model, Nerd is not set up to support on call services. Within the duration of this Contract Nerd will make every effort to reply to inquiries within 48 hours except where The Client has been previously notified of a period of limited availability. Nerd will respond in good faith but cannot guarantee any specific action within a given time frame.



Dependencies

In the event that any aspect of this Contract is dependent on a separate third party or the Client's in house team, the quality and punctuality of the Finished Product(s) may be subject to said party's ability to meet the required timelines and/or level of quality. Nerd is not responsible for any delay or defect caused by separate third party or the Client's in house teams. Additionally, while Nerd strives to meet our timelines, delays in content from the Client or similar delays will result in longer timelines.

Backups

Nerd maintains internal backups of active project code and design files. This backup system is not intended as a solution for The Client, rather as a code archive through the duration of this Contract. While the Nerd backup system is redundant, it is not guaranteed and does not support any content produced by the Client. The Client is solely responsible for the Backup and Restoration of the Finished Product(s) and any associated data. There are paid options available where Nerd can take care of client backups in an ongoing fashion.

Security

Although Nerd makes every effort to provide secure Finished Product(s), due to the nature of rapidly advancing technology, Nerd can in no way guarantee that the Finished Product(s) will not be subject to security breaches. Nerd recommends the use of strong passwords and the observance of standard security practices. In order to minimize the chances of security violations, systems should be updated often. The Client is solely responsible for tracking software updates. Any updates during the life of or after the expiration of the Contract can be negotiated as an addendum to this Contract or as an additional Contract. Once again, Nerd is available to help with security monitoring if desired by The Client.

Limited Liability

The Client alone shall be responsible for: (a) the accuracy and adequacy of information and data furnished for processing; (b) any use made by the Client of the output of the Software or any reliance thereon; and (c) obtaining the required licenses and respect copyright for any and all third part assets including but not limited to fonts, media, and software. The Client shall also be responsible for the continued operation and maintenance of the computer equipment and third party software used with the Finished Product(s), and shall comply with all operational, environmental and maintenance recommendations and requirements of the applicable licensors, vendors and manufacturers.

The Client agrees that any liability of Nerd relating to this agreement and the services performed shall be limited to the amount of fees actually received by Nerd, from the Client





under this agreement regarding the services in question. In no event shall Nerd be liable for any special, incidental, indirect, cover, consequential, exemplary or punitive damages; any damages based on injury to person or property; or any lost sales, profits or data, even if the Client is told that any such damages may occur.

Warranty

Nerd will provide patches and bug fixes for any bugs or issues included in the scope of this contract reported within the grace period of no more than 30 days following the date of project completion as defined by the date the client signs off on the deliverables. All bug fixes outside of the project scope or after the grace period are the responsibility of the client.

Hourly projects are NOT subject to warranty. Design and the placement, editing and arrangement of editorial content are NOT subject to warranty. Should further support be necessary, a support contract may be negotiated.

Credit

Nerd retains the right to use the Client within its roster of clients. A link to the Client website/application website will be placed on the Nerd web site as part of its business portfolio. If it is acceptable to the Client, Nerd does request the opportunity to put a small link at the bottom of the Client's website denoting its involvement with the creation of the Client's site. Upon request failure, Nerd will not create that link.

Review, Expiration, or Cancellation

This Contract is valid for the calendar year in which it was signed, upon which point it expires. Upon expiration, both parties may review and amend the Contract and decide whether or not to renew. Either party may terminate this Contract with a full 30-day written notice. All payments will be due and all work will be submitted upon the termination of Contract.



Next Steps

1. Review the proposal and if you have any questions about what it includes, go ahead and ask. We want to make sure that we have everything completely covered before we jump in.
2. Once we get the proposal looking good to you, and you decide that you'd like to proceed, we'll send an invoice to get started on the project.
3. We move forward based on the agreed timeline.
4. At each "milestone" of copy writing and design, you'll sign off with your approval so we know that we're on the right track.
5. You sign off on the completed project, 100% delighted! And, since you absolutely love your new site, you tell others about how we helped you accomplish what you wanted with your website. Perfect!

Who We Are

We develop and deliver interactive online assets that differentiate brands, achieving digital business goals. Our team customizes websites for business applications, needs and specifications.

From online shops to portfolios, we provide tailor-made solutions that transform physical businesses into digital service centers, and online-stores.

Creating effective marketing tools to optimize, reach and support the stress of website management allowing clients focus on their core business.



Acceptance

If signed by an onboarding client document shall substitute and serve as an initial contract. Any change to this contract shall be subject to mutual written agreement of the parties.

IN WITNESS WHEREOF, the parties have so agreed as of the dates written below:

Nerd Service Center

Eswatini, Manzini, Mnzimnene (Ticantfwini, No:03)
Sibonginkhosi Dlamini
Designer. Developer. Entrepreneur

Signed by:

Onboarding Client

Date



Among My Clients

1. Epitome Tactical

Website Design, Mobile App Design
Date: 12 November 2022 - Current Date
www.epitometactical.com



2. Eswatini Parking

Website Design, Mobile App Design
Date: 2019 - Current Date
www.eswatiniparking.com



3. Eswatini Ride

Website Design, Mobile App Design
Date: 2024 - Current Date
www.eswatiniride.com

