

WEBSITE RE DESIGN

PREPARED BY

FORTIS IT LTD

OVERVIEW

International Service for the Acquisition of Agri-Biotech Applications (ISAAA), already has a website, with useful and comprehensive information. Fortis IT LTD has successfully helped design and implement web sites and web applications for clients for over 3 years. Fortis IT LTD proposes to provide ISAAA with a complete redesign and maintenance of your current website

ABOUT US

Fortis IT web design studio brand is known as Pixel Tribe Interactive. Fortis IT LTD fully owns and operates this brand. All official correspondence will be signed by Fortis IT LTD. Our company consists of a creative and multi-talented team with very specific set of skills including, web design, PHP development and graphic design. We provide a wide range of services specializing in WordPress development, web design, mobile application development, web hosting, and consulting. Pixel Tribe Interactive offers customer-oriented services and delivers creative and effective results.

Some Clients we've worked with

<http://www.pixeltribe.co.ke/> Our Home Page

<http://www.safaripark-hotel.com/>

<http://jitenphotography.com>

<http://fortisthemes.com> WordPress themes

<http://tintoria.co.ke> Dry cleaning Company

<http://fortisthemes.com/labryinth> Construction Company launching soon

<http://aphrc.org>

More examples of our work shall be provided on request

My CV can be found online at: <http://zerply.com/denisb>

PROBLEM STATEMENT

ISAAA current website needs to feature a lot more information on the homepage. This will involve inclusion of an image slider, events calendar, organization structure and resource downloads.

The current website has a major security flaw that allows unauthorized access. This has resulted in hidden adverts for illegal online drug stores and profanity. A lot of these can heavily impact your organization's reputation.

The current design is also quite outdated, the navigation can also be updated.

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RECOMMENDED SOLUTION

Pixel Tribe is proposing to provide redesign & maintenance services that will fix the problems identified above as well as several others including making the website mobile ready to cater to the growing population that heavily relies on mobile communication.

We propose to start with the most urgent tasks which include;

- Migrating the website to WordPress – A platform supported by a large community of developers. This platform is easier to use and has superior & enhanced security features compared to Joomla, the current website's platform.
- Improved SEO (Search engine Optimization) that will increase the visibility of the website in search engines. This will assist to drive more traffic to the website.
- Web Analytics to improve the effectiveness of your website. We will collect measure and analyze data on traffic sources and landing pages for the purpose of understanding and optimizing the website.
- Enhanced, captivating and modern design that will ease navigation and improve readability

This will take approximately 4 weeks to accomplish.

BENEFITS

The benefits of these amendments will bring will be seen almost immediately. Our solution promises to improve communication and usability of the website.

With amendment of the website, you will see an increase in reach as we have an in house designer that can help with flyers, brochures and events posters. Additionally, we shall run social media campaigns to help with brand awareness and engagement. We are locally based and have a dedicated team of designers and developers delivering quick turn-around.

FEE SUMMARY

- Website Design – **KES 55,000**
- Development – **KES 50,000**
- WordPress Integration – **KES 20,000**
- **TOTAL** **KES 125,000**

An additional fee of **KES 2000/Hour** will be billed for the extra work needed after website launch.

FEE SCHEDULE

If ISAAA wishes Pixel Tribe Interactive to go forward with the project, here is the schedule for fee payments:

- 50% due upon acceptance of the proposal before work commences (for each task)
- 25% due upon delivering the completed design with the content management & User portal system in place
- 25% plus any incurred additional costs after client sign off

Terms and Conditions

- Once project fee is paid in full to Pixel Tribe Interactive any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to us for inclusion in website are owned by ISAAA.
- Pixel Tribe Interactive assumes ISAAA has permission from the rightful owner to use any images or design elements that are provided by ISAAA for inclusion in the website, and will hold harmless, protect, and defend Pixel Tribe Interactive from any claim or suit arising from the use of such elements.
- Pixel Tribe Interactive retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. Pixel Tribe Interactive also retains the right to place a discreet text link at the bottom of the website page(s).
- The agreement contained in this contract constitutes the sole agreement between Pixel Tribe Interactive and ISAAA regarding all items included in this agreement.

Next Steps

To proceed with this project ISAAA is required to take the following steps:

- Accept the proposal "as is" or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign contract.
- Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project immediately and deliver within the agreed timelines.