P.O Box 49339 00100
Nairobi
Tel: +254 726 876 385
Tel: +254 723 385 637
Tel: +254 722 682 281
E-mail: info@stilecreations.co.ke
Website:www.stilecreations.co.ke

Project: TOURS AND TRAVEL WEB DEVELOPMENT PROPOSAL

Client: Sarah

Contractor: Stile Creations

I am pleased to submit a proposal for the development of your website.

Your website serves as your online business card/brochure for your tours and hospitality business.

Statement of Work

Develop a dynamic Internet Site for your company(s). Develop a consistent theme with the client's logo, headings and buttons.

Develop an online booking module for both hotel and the tour company.

Provide an "Interactive Form" where people can leave messages and receive replies.

I. Web Site Design

a. Site Design

The website will contain information about the client plus any other information that may be deemed necessary.

We shall develop a CMS (Content Management System) site with both frontend and administrator's backend for easy administration.

It shall have a tour packages module where clients can choose ready-made tour packages and circuits of their pleasing, or make bespoke travel packages that suit their budgetary needs and travel likings.

These shall be linked into an inbuilt booking system which shall be managed by an official within the company.

b. Design Methodology

It is essential to establish a polished and professional look for your business**.** We shall establish a temporary area, out of view from the general public, to post design concepts (Templates) for client approval.

c. Site Content

With an approved consistent look established the next step is to add content to the site. Generally the client will gather existing materials (pamphlets, forms, papers, photographs) and send them to us. We take the materials and ready them for the site. The content is then parsed out into individual web pages and assembled in a hierarchy which is easy to understand and to navigate.

Site content is added to pages which have a consistent theme and look in terms of headers, footers and accent graphics like buttons and bullets.

d. Developing the Site

Upon name registration we will establish the site. Generally we will put up an "under construction" page with a timer which announces the site will be coming soon with the expected date for the launch. Then we begin to post the site pages behind the scenes so only we and our client can see the pages. This allows the client to see the progress as we build the site. Together we review the site on the phone and emails during the building process. When the site is complete we remove the "under construction" page and insert the site main page in its place and the site becomes open to the public. Throughout the process the client is involved in the design process via a CRM Portal established by the contractor.

e. Booking Module

The websites shall have tour and hotel booking modules. These shall be updated by the site admin assigned by the clients. All bookings and communications shall be relayed in a dedicated email address in realtime.

Official personnel will be provided with a username and password for the backend (Administrator's Panel). The personnel will be able to access the module and create, add, delete, and modify events using a simple web page interface.

f. Interactive Contact Form

Internet technology allows for communication forums. We will provide an interactive form which allows for an open exchange of information between the **office** and website visitors.
The form will include the client's contacts and a form to post messages, which will be posted to the provided official email address.

I. Web Site Hosting

II. Benefits of Hosting

Web hosting clients take advantage of a range of Internet technologies not available through other hosting services. We are Internet programming specialists. Our hosted sites include features other ISPs do not offer such as e-commerce, interactive pages, discussion forums, calendars. These systems require server side programming.

III. Compensation

We agree to design and install each web site and all the administrative functions described above for the fee of **Sh 79,599** inclusive of the following:

- All Design and Layout described above

- All Programming described above
- Installation of web pages and programs on target web server.
- Social Media Linking
- 24-7 dedicated support

IV. Website Maintenance

We guarantee that we will work to the best of our abilities to help you to make your web Business successful. We want you to be totally delighted with your new website.

Thank you for giving me the opportunity to quote on your new website. If you have any questions about this quote, your new website, or online marketing in general, please feel free to contact us.

V. Execution Time

We believe in quality work and timely execution. Depending on the magnitude of the project, we tentatively believe we can deploy the websites within 21 days period.

Should we find the need to add more time, this will be communicated early enough via the agreed means.

Our Portfolio

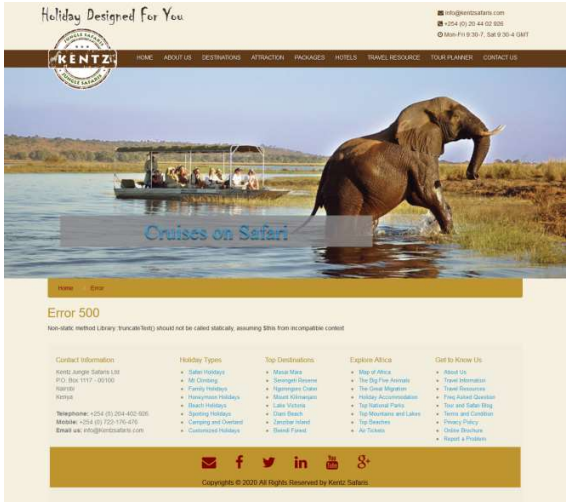
1. **KenTZ Travels**

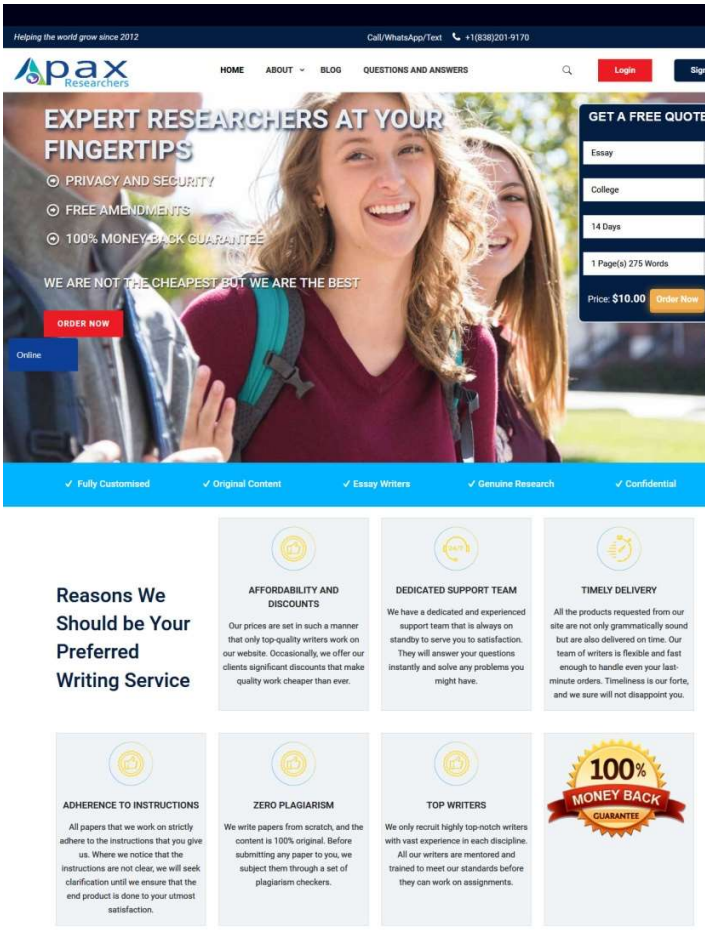
https://www.kentztravel.co.ke/

1 Hon. Paul Koinange Foundation
koinangefoundation.com

KenTZ Safaris

https://www.kentzsafaris.com/





Apax Researchers

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Stile Creations

www.stilecreations.co.ke

Professional Mentors for Africa
https://promentorsafrica.com

Kind Regards,

Paul Mureithi
Senior Developer,
Stile Creations