

[Client Logo]

Overview current site and proposal for the upgrade of website for [Client] in [City], that will support its business in the area of attracting visitors and increase of revenues for products and services.

[Client Proposal Title]

Proposal by Atol Solutions
[designer]

[Date of Proposal]



www.atol-solutions.com

Contents

[client]..... 2

Overview Prototype 2

Functionality 3

 [client] Homepage 5

 Store front offerings 5

 Other Areas of the Site 7

 Blog Posting 8

 Testimonials..... 8

Concept for design and development..... 9

Project Approach. 9

 Client Responsibility..... 9

 Responsibility Atol Solutions..... 10

 Initial system 10

 Design 10

 Development 10

 Implementation 11

 Hosting..... 11

 Planning 12

 Configuration of Joomla platform..... 12

 Offer details 13

Appendix..... 15

 Atol Solutions..... 15

 Abraham Tol 15

[Client Proposal Title]

[client]

[client] located in [City] is an established business since [year] for the sale of wines & spirits and services like catering. [Client] has requested Atol Solutions to take a free look at the current site (<http://clientsite/>) and provide an initial prototype based on its business and current site content.

Based on the review of the prototype with [client] on [review date] we agreed to continue with an actual proposal for the new site. Atol Solutions hereby provides the initial budget and special offer for the new site based on the perceived requirements/recommendations and wishes of [client].

Based on the final requirement of [client] we shall determine if an adjustment to our proposal is needed, in most situations the budget proposed here will not be more than 10% of the price quoted.

Any comments, adjustments to this proposal shall be mutually defined by [Client] and Atol Solutions, and impact assessed and agreed upon.

Thank you for your trust in us.

Overview Prototype

Atol Solutions has performed a review of the current site for its functionality and business opportunities to meet the requirements of [client] for attractiveness and find ways to increase traffic and revenues. Also [client] has expressed that the site content management is to be under its own control and only uses Atol Solutions for new functionality, different look-and-feel and software management of the site. All content needs to be managed by [client] personnel, where possible. The prototype design and development by Atol Solutions has addressed these requirements and wishes, plus added the technology for a sound platform. The initial prototype was reviewed and approved by [client].

The prototype is based on the latest Joomla version and incorporates a responsive template by [provider] a well-known developer of such technology. The template manages the look-and-feel on any device (small, wide, ipad/phone, tablets) in a

professional display. The look-and-feel is in line with the expression of [client] in the current marketplace, including logo and colors.

Functionality

The design of the system is based on the latest Joomla platform and is flexible framework, like Lego building blogs or also called “plug-and-play”. Atol Solutions has installed, parameterized the best of breed tools for this purpose and [client] can add, change, or remove functionality to match its business and the ever-changing business and market environment. The following building blocks have been incorporated in the site:

1. Joomla core engine for content managed websites. This means that the content of the site is under control of a separate administration system and database for content, new functions, security, backup etc.
2. The administration portion of the site includes a professional editor, like Microsoft word, installation of software functions available under Joomla (used by millions of installations around the world), flexible web page design, development of photo galleries, images, sound, video (including Youtube, Vimeo and others), backup of site as desired, firewall protection for intruders and spammers/hackers to detect hacks or injections and more.
3. The business tools needed for the business installed are:
 - a. Product Catalog and shop (only as catalog, sales are not activated due to current market constraints and regulations but can be turned on if required at any time). [client] can add, change its selling of products in the store, and categorize them for easy browsing by visitor, indicate sales items and pricing, define new arrivals and inventory reductions. But it can also be used for services it provides such as catering for special events (business or private). Simple maintenance functions make it easy for [client] to create a full catalog of its liquors, wines, and champagnes, as well as group them by subcategories such as red, rose, white wines from various origins

[Client Proposal Title]

- in the world (Italian, Argentinian, California etc). An import is also available in case manufacturers have a product feed.
- b. Blogging is made available for [client] to post interesting items in the marketplace for the usage of wines, recipes, special events or otherwise. Visitors can subscribe to blogs and or categories, if so they will be notified by email of any new post or comment on the site. A powerful tool to gain index position in the search for the offerings of [client].
 - c. Static pages for site information that express something about background of [client], like staff, business vision or otherwise.
 - d. Tool to enable visitors or clients of [client] to provide testimonials that [client] can approve and publish.
 - e. Selection tools that inquire the catalog items for the display of specials, sales, new arrivals or otherwise. Simple to manage and create.
 - f. Newsletter subscription and management of newsletters or campaigns a powerful marketing tool for the large clientele of [client] to share new products, special sales and otherwise.
 - g. Social Share capability on all items on the site. Visitors may share pages on their pages or social share platform to give more exposure to [client]
 - h. Simple form management for purpose [client] sees fit, such as Contact and/or Request for Services/Proposal.
 - i. A galleria of tools to be able include image galleries, Youtubes, pdf's, videos, links etc. in content of [client] albeit it blogs items, static pages, modules or other.
4. Items not included, but discovered during demonstration of prototype:
- a. Gift cards with Paypal payment
 - b. Coupons for discounts (to be determined what rules apply)
 - c. Events [Client] organizes or participates in (Wine tasting, Liquor tasting etc.). Atol will install, test and make available soonest.

[client] Homepage

The design of the home page focusses mainly on capturing the attention of the visitor with main areas of [client] business via rotating images with expressions and links to respective pages on the site for items like Wine, Liquor, Champagne catalog or Special events that are organized by [Client]. The images and expressions can be simply changed.

Social media buttons have been added for more exposure in those channels, like FB, Youtube, Twitter etc.

The [Client] logo always takes the visitor to the home page, as it is a standard in today's web sites.

The selection icon (left top) is the menu. The menu items can be changed, added or removed as need be via the administrator menu manager.

The Welcome introduction of the site can be altered via a simple article change in the site administration.

Store front offerings

This area displays the published categories of the [Client] catalog items. The category image determines the display of image and title of category. When selected by visitor the complete catalog is display to the visitor (all products in the category) in a very profession and friendly manner, with price (discounted price), status (new/sale/inventory reduction etc.). [client] needs to decide on the details on any of its offerings. For wine, a good way would be to give background, flavor or other interesting items like taste good with meat, fish etc.

To attract potential customers the major catalog is followed by specials indicated by [client]. This function displays 5 items (can be changed) at a time, can be navigated (next/prev) and touch slide on mobile devices. Lists Sale price and old

[Client Proposal Title]

price. [client] needs only to indicate in the catalog of products those items on sale. Selection of an item takes the visitor to details of the product.

Also, an option is provided as desired by [client] to have floating images that can indicate a special sale for instance for Tailgate, Super Sale, Xmas Sale, Thanksgiving etc. Such floating items can be set for a specific date span (from to) and will not appear on site outside these ranges. This is true as well for all articles on the site. [client] can always de-publish, publish from – to date or prepare content to be published in the future.

The new Wines & Spirit section shows the visitor in book format, the new items in inventory as indicated by [client]. Changing the status from New to no status, take the items away from this display.

General information area that links to contact page (directions and form), brands [client] like to highlight and enable visitors to subscribe to newsletters. All email and names are stored in the administration database for usage for newsletters, campaigns, or emails.

Easy navigation for visitor at bottom of page to selected areas of the site, mainly those that [client] wishes to direct visitors too. Incorporate however also a site map of all available pages on the site (menu items, articles, blogs etc.). Naturally, a repeat of social media channels of [client] and URL address and contact details.

Other Areas of the Site

All information collected via forms are mailed to a to be designated email account(s) of [client]

Currently set at [email] The sender receives a confirmation as well as [client] of course and all emails for a specific form are saved in the database of the administration of forms.

The [client] staff page display all desired Staff members, details, and image. It is suggested that all images of staff will be taken by Atol Solutions and details be updated as need be. There is no limit to the number of staffers for this page. Also the banner image of the page can of course be altered with an appropriate image or images (banners).

Blog Posting

The blog area for [client] enables its visitors and clients to subscribe to published articles/blog entries by [client]. This could be recipes and wine usages, events, news (expansion), new products, ideas or whatever the business and creativity of [client] needs. The blog engine enables [client] to categorize blogs, which can be subscribed to separately by visitors, collect blog items in archives by year and month, a posting calendar so visitors can see activity in any given month and a nice display of blog images that directs the visitor to individual entries in the blog system. Blog entries can be bundled with common tags so the visitor can see for instance all article with white wine. Commenting on blog entries is another powerful tool to see reaction of visitors, naturally with approval for publication by [client]. This is a most powerful tool and simple to use, wonderful for people to navigate and creates automatically great indexes for search engines (improves rating in Google for [client]) AND can post directly and automatically to FB, Twitter and LinkedIn if so desired. A great way to reach many people on different social media channels.

Naturally individual blog entries can be shared by the visitor to their own social media platforms.

Testimonials

The testimonial system enables visitor and clients to send experiences and or compliments to [client]. All testimonials are sent to [Client] email for review and approval. Testimonials can be given for specific categories (like Wine, Customer Service, Liquor, General or Special Services). These categories are defined of course by [client]. Format of display needs to be agreed upon.

The testimonial can include image of provider, audio or video as visitor sees fit.

This has been an overview of the current functionality and look-and-feel of the prototype site. We will add Event Management to the site. And other items can be added depending on needs and desires of [client].

Concept for design and development

Atol Solutions recommended that given the review of the current site and similar business websites and, that business for [client] from web visits, need to be improved by an attractive interface for the visitor and by providing more details of information. And that [client] business is protected on a new technical platform including content management, with solid tools for SEO (to be found on Google better) and security against hackers, spammers. I believe we have been successful in the demonstration of the prototype, as indicated by John Cook.

Project Approach.

Below you will find an initial project approach, budget and timeline. The timeline is geared towards a quick go-to-market, as the current site can no longer be maintained by [client] and its content is outdated.

Client Responsibility

1. Preparation of Content, high-res images/videos, logo or other media as well as details on products, categories, pricing, etc; Atol will provide login for [client] to start building product catalogs, training etc. with the goal set of going live as soon as possible.
2. Deliver materials as available and in line with the planning to Atol Solutions. Like information needed for Gift cards and/or coupons, Mailing list email accounts and names (in CSV format).
3. Provide access to hosting administration (user/pw), request transfer for current domain name ([Client].com) to new hoster.
4. Social media accounts for linking from the site to the [Client] accounts, suggest Facebook (in place), Twitter, LinkedIn, Google+.
5. Test all functions of site
6. Be available for communication via any media (email, Skype or other)
7. Train Staff in the administration details of the site. Atol suggest we do this training at its location or via Zoom, Teamwork. Naturally we also answer questions and support by phone.

Responsibility Atol Solutions

The installation of the site has been initially done for testing purpose on Atol Solution server, migration of the new site to new [client] hoster on agreed time and date, after design, development, and testing. We suggest [client] uses [hoster] as a most professional hosting provider. Atol can assist [client] in acquisition of the correct package.

Initial system

Has been implemented and tuned on Atol Solutions server with:

1. Content Management system Joomla latest for ease of managing site content, media, templates etc.;
2. Responsive template;
3. Administrator functions and software to make editing and design easy;
4. Security functions for protection of site, firewall, database and backups;
5. Social Media sharing and following (FB, G+, Linkedin etc.);
6. Component, modules and plugins needed for the business and for this Joomla version.

Design

Design of homepage, look-and-feel, menu items, colors, fonts etc. And all detail pages with appropriate modules, banners, sliders etc.

Implementation of template for the site with above installed and apply the desired look-and-feel (color, fonts etc.)

All completed and agreed upon with [client]. Desired changes of course can be done by us.

Development

- Added and updated content (initially from current site), images, video's or other items like gallery, sliders etc. This is an iterative process and client may change content as needed.
- Google Analytics registration and implementation. So [client] can review score of site, traffic, success of campaign on site (special etc). Sitemap registration and other optimizations needed for [client] business.

[Client Proposal Title]

- Links to Social Media accounts client; Client to initiate accounts creation if so needed (Google+, LinkedIn...)
- Adjust parameters for new functions, such as Latest News, Testimonials and Blog.

Implementation

After test system is ready to go LIVE

1. Backup Test site on Atol Solutions server
2. Hoster services ready to receive new site on domain of [client]
3. Restore
4. Set Live parameters
5. Test
6. Promote on Atol Solutions/ [Client Social Media]
7. LIVE

Hosting

Hosting for domain is currently handled by [current hoster] and is not part of this proposal. Naturally, we will assist [client] to obtain the right contract for the best price in the marketplace, with a professional hosting company and secure connections (SSL). [client] will obtain transfer of domain authorization from current hoster to be able to move as desired to new hoster.

Planning

From moment in time of agreement and initial payment by [client], we can complete the project by the end of [Completion Date], provided that [client] can at minimum maintain the catalog, new items and special sale items. Any change in requirements may alter this date, but we advise that current functionality and desired new functionality can be implemented prior to going LIVE or even after.

- | | |
|---------------------------------------|--------------------|
| 1. Initial | x days |
| 2. Design | x days |
| 3. Ready for development by [Client] | {Development date} |
| 4. Development & Training with client | x-y days |
| 5. Implementation by Atol Solutions | x day |
| 6. Live latest | [Live date] |

Configuration of Joomla platform

Below find the components/modules needed for installation and development:

1. Core system Joomla x.x always latest
2. [Firewall manager]
3. [Editor] Professional
4. [cache manager]
5. Responsive template
6. Testimonial
7. K2 for publication
8. Languages as needed
9. Modules as needed
- 10.Plugins for Video, Youtube, PDF, Image Galleries etc.
- 11.Plus, all business functions mentioned prior.

Proposal details

Atol Solutions is happy to be of service to [client], as evidenced by our prototype. We offer a fixed price budget, based on the current prototype and known new requirements, as well as a substantial discount and free services:

- Initial system
- Design
- Development
- Implementation
- Photography [client] location and Staff for site
- Training Staff
- Manual for Administration (how to)
- Software costs for template, blog
- Software Joomla and/or Atol Solutions
- Estimated Total for Complete Site
- Reserve for unforeseen 10%

Total Budget

Atol Solutions has a special relationship with [client] and we like to extend to you a one-time special discount of 30% and we hope to welcome you as another satisfied customer. The total discounted price is: [final price]

Aside we also offer maintenance programs to be decided upon when needed, such as:

- Software maintenance for Joomla platform, components, modules and plugins. This will bring the site's software to the latest status and functionality, including emergency fixes. This is a must have to make sure the site is protected and cost for installation of new software and fixed/patches is **[maintenance price] per year, due when site goes LIVE.**
- Web-mastering for publication, promotion, SEO and minor adjustments to site. Our hourly service rate is [Atol rate] per hour.

[Client Proposal Title]

- Projects on a fixed price proposal.

Terms are 50% payment upon acceptance of proposal and 50% before going LIVE!

Atol Solutions will invoice you and you can pay by credit card or other acceptable payment methods, like (Ideal, Check, Wire)

Excluded from this offer is the software that does not fall in the free domain of Joomla (Open Source), such as:

- Gift card
- Coupon

All other components and software needed are provided out of the free domain for Joomla and Atol Solutions acquired software licenses.

Appendix

Atol Solutions

Atol Solutions has envisioned creating a client-centric culture, our only focus is on our clients and our only objective is to service and meeting our clients' needs and goals, in balance with our organic vision. In our people-centric culture, our assets are our people we work with, and they are nourished and preserved. For more information see: <http://www.atol-solutions.com/About-Us/Intro-Atol-Solutions.html>

Abraham Tol

Experienced in Business and IT strategies and implementations in North America, Caribbean and Europe, since 1972 and passionate in what I do. Currently CEO for Atol Solutions and responsible for acquisition and execution of programs, projects and general management. My ambition in life is to achieve in service the best possible results with others in many fields and industries. I have achieved many things and always learning and applying myself to the causes and tasks at hand.

Details of experience of Abraham Tol see: <http://www.atol-solutions.com/About-Us/Abraham-P-Tol-CEO.html>