

Website

DESIGN & DEVELOPMENT PROPOSAL

(Static to Fully Dynamic & Multi-Vendor Solutions)



Prepared By:

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Prepared For:

Client Name: _____

Company Name: _____

Project Type: _____

Website Design and Development



UI/UX Design



Frontend & Backend



Admin Panel & CMS



Payment & Delivery

Proposal Date: _____

Authorized Signatory

Website By Ranking

PLAN A – Static Website (Basic Business Website) - ₹5000 – ₹7000 + GST

Scope of Work

- 5–6 Pages Website - (Home, About, Services, Contact, Gallery)
- Responsive Design (Mobile + Desktop)
- Contact Form (Enquiry)
- Basic SEO Friendly Structure
- Fast Loading Website
- Policy Pages (Privacy, Refund, Cancellation)
- Common Sections (Header, Footer, Social Media Links)

Not Included

- Admin Panel
- Dynamic Content Update
- Login System
- Payment Gateway
- Domain and Hosting

Best For: Small businesses, portfolios, local shops, service providers

PLAN B – Dynamic Website (Admin Panel Based) - ₹50,000 – ₹80,000 + GST

Scope of Work

- All Pages Dynamic (Editable via Admin Panel)
- Admin Dashboard (Manage Content Easily)
- Pages: Home, About, Services, Contact, Blog (Optional)
- Dynamic Forms & Data Management
- Image / Banner Management
- SEO Friendly Structure

Not Included

- Advanced User Panel
- Payment Gateway
- Inventory Management (Optional Add-on)
- Domain and Hosting

Best For: Growing businesses, agencies, startups needing regular updates

PLAN C – Advanced Dynamic / Business Website - ₹1,00,000 – ₹1,50,000 + GST

- Fully Dynamic CMS Based Website
- Blog, FAQ, Content Management
- Advanced Admin Panel
- User Interaction Features
- Custom UI/UX Design

Optional Add-ons:

- Payment Gateway
- Login / Signup System
- Booking System
- E-commerce Features

Not Included

- Domain and Hosting

Best For: Growing businesses, agencies, startups needing regular updates

PLAN D – E-commerce Website (Online Selling) - ₹2,00,000 – ₹2,50,000 + GST

- Product Listing & Details
- Add to Cart & Checkout
- User Login / Dashboard
- Order Management System
- Payment Gateway Integration

Not Included

- Domain and Hosting
- Vendor Panel

Best For: Online stores, brands, product-based businesses

Note: The prices mentioned above are indicative and represent an approximate cost range. The final project pricing will be confirmed only after detailed requirement discussion, scope finalization, and feature approval with the client.

Common Definitions & Terms (Applicable to All ecommerce Plans)

CMS (Content Management System) : CMS is a web-based software that allows authorized users to manage website content such as pages, banners, categories, products, policies, blogs, and FAQs without requiring technical knowledge or coding skills.

Website Design (Responsive Design) :Website design refers to a responsive and adaptive layout that ensures the website functions smoothly and looks consistent across all devices, including desktops, laptops, tablets, and mobile phones. The layout automatically adjusts based on screen size.

SEO (Search Engine Optimization): SEO is a structured process aimed at improving website visibility on search engines through organic (non-paid) results. Basic SEO-friendly structure will be followed during development; advanced SEO services are not included unless specified separately.

System Scope – Common for All Plans: The project includes development based strictly on the approved scope, which may include:

- All input fields and forms (Enquiry, Login, Checkout, etc. as per plan)
- Defined workflows and status flows (Orders, Enquiries, Delivery, etc.)
- User roles and permissions (Admin, User, Vendor, Delivery – as per plan)
- Reports and data handling strictly limited to the approved scope

Any feature, workflow, screen, or field **not documented and approved** will be considered out-of-scope and may attract additional cost.

Technology Stack (ecommerce Website): The ecommerce website will be developed using a scalable and industry-standard technology stack, which may include:

- **Frontend:** HTML5, CSS3, JavaScript, React / Next.js (as applicable)
- **Backend:** PHP (Laravel / CodeIgniter) or Node.js (based on project requirement)
- **Database:** MySQL / MongoDB (depending on data structure & scalability needs)
- **Admin Panel:** Secure role-based backend system
- **Server Compatibility:** Linux-based hosting environment

Admin Panel (Backend Access) : The Admin Panel is a secure, role-based backend system that allows authorized users to:

- Manage categories, products, inventory
- Control banners, pages, blogs, FAQs
- View and manage enquiries
- Process orders, users, vendors, payments (as per selected plan)
- Generate invoices and track order status

Admin access is protected via secure login credentials.

UI/UX Design

UI/UX design includes:

- Clean and professional layout
- User-friendly navigation
- Consistent color scheme and typography
- Smooth user journey from browsing to checkout (if applicable)

UI/UX design is included as part of development.

Separate design tools (Figma / XD) are optional and chargeable if required.

Payment Gateway & Third-Party Services

Payment Gateway

- Payment gateway integration (Razor pay / PayU / Cashfree / Stripe or similar) is included **only in plans where mentioned**
- All merchant credentials, approvals, API keys, and KYC will be provided by the client
- Transaction charges and gateway fees are payable directly by the client

Third-Party Services

Third Party Services such as:

- SMS / Email services
- WhatsApp API
- Courier / Shipping APIs
- Analytics tools
- CDN / Cloud storage

Are **not included** unless mentioned and will be paid by the client.

The development team will provide **technical integration support only**.

Maintenance & Support (AMC)

Free Support

- 1 Month Free Maintenance Support after website goes live
- Includes bug fixing and technical issue resolution only

Paid Maintenance

Optional Maintenance Charges: Applicable charges depend on the selected plan and support scope.

Includes:

- **Bug fixes**
- **Minor updates**
- **Technical assistance within approved scope**

New features, redesigns, or enhancements are **not included** in maintenance.

Payment Terms (Standard for ecommerce Projects)

- **30% Advance Payment** – Project initiation
- **30% After Design Approval** – Homepage & inner pages
- **40% Final Payment** – Before live deployment

Website will be deployed live only after receipt of full payment.

Scope Confirmation & Change Policy

- Client must finalize all features, pages, and requirements before development starts
- Any new requirement added after approval will be treated as **Change Request**
- Additional features may result in revised cost and timeline
- Any assumed feature not mentioned in the approved scope will **not** be considered part of the project

Important Disclaimer

- Domain registration, hosting, and SSL certificates are **not included** in the development cost unless explicitly mentioned in writing.
- All website content including text, images, product details, and legal policies will be **provided by the client**.
- Website speed and performance are dependent on the **hosting server configuration and environment** selected by the client.
- **Source code ownership** will be handed over to the client **only after full and final payment** is received.
- **Deployment to live server, production setup, server configuration, and ongoing server maintenance are not included** in the development plans and will be **charged separately**, if required.

By approving this proposal, the client confirms acceptance of the selected ecommerce plan, defined scope of work, pricing, timelines, and terms & conditions mentioned above. All development will be executed strictly as per the approved scope, and any feature, requirement, or assumption not explicitly documented in this proposal shall be considered out-of-scope and may involve additional cost and revised timelines.