





ABC WEBSITE
ABC INC.

Commercial Website Proposal

Editor: Jason Chase

Website:www.abc.com**Subject:**

A website will be created for ABC to establish a web presence, supplement existing marketing and provide a place for people to go to learn more about the company, build a database of job applicants, and provide to applicants a listing of job positions available.

Typical Use Scenario / Work detail:

- ❑ A flash animation, no longer than ten seconds, will open the site. This flash animation will contain music, the company logo, the explanation (ABC Inc.), the motto ("IT Professionals Delivering Expert Results"), and a female voice to narrate. The animation will roughly model Solidmark's SBS animation.
- ❑ A template will be created and used as the framework for all the pages in the entire site. This template will be based on the company colors (blue, silver, and white) and be congruent with the ABC brochure.
- ❑ Front-end pages will be filled with content provided by ABC. Stock photography will be provided by Solidmark where needed (pictures of businesspeople, business related items, etc.) Current pages to be designed are the home page, about us, contact, job postings links page (database driven - also acts as a search results page), job postings detail page (database driven), two job application pages (one general and one specific), back-end login page, back-end master view page, back-end detail page, 2-4 extra pages of miscellaneous content.
- ❑ A form will be created on the job postings page to allow applicants to apply online. This form will contain contact information as well as standard job application questions.
- ❑ A general job application page will be created to allow the user to submit a resume (in the form of a word document).
- ❑ An auto responder will be created for when the user submits his/her application. This auto responder will announce that his/her application has been received and will be reviewed. Also provided to the applicant will be a confirmation number that will act as a reference.
- ❑ A mysql database will be created to house job applicants, current job listings, and usernames/passwords (for backend login).
- ❑ A backend login will be created to allow ABC to add, delete, and edit job postings that will appear on the website via search. This will include a login page, master view page (to view, click to edit, and delete listings), detail view page (to upload or edit individual listings). ABC would be able to enter the job detail into a text box, or possibly upload a word document.

Summary of work to be completed:**Pages:**

- ❑ Flash animated intro
- ❑ Template
- ❑ Home
- ❑ About Us
- ❑ Contact
- ❑ Job postings (links)
- ❑ Job detail page
- ❑ Job application page - for direct application to a particular job
- ❑ Job application page - for general résumé submission
- ❑ Back-end login page

- ❑ Back-end master view page
- ❑ Back-end detail page
- ❑ Possible 2-4 other anonymous pages of miscellaneous content. This will be included in the quote free of charge.

Database:

- ❑ Table for job applications - direct application
- ❑ Table for job application - general résumé submission
- ❑ Table for job listings
- ❑ Table for usernames/passwords (back-end)

Other Programming:

- ❑ Script for auto responder
- ❑ Script to enter job application information into database
- ❑ Programming work required for back-end interface
- ❑ Script to convert Word document into html

Recommendations:

- ❑ Solidmark can host the site for \$83.40 (\$6.95 a month). This option would also be more efficient since we can work faster using our server, which we are more familiar with.

Comments:

- ❑ Included in this quote is the search functionality which I am aware may not be necessary at this early stage. I recommend it though because of scalability reasons, and also because a database will be created to house job listings it is not much extra work to implement this.
- ❑ A lower price quote is available for this web site at the sacrifice of some functionality.
- ❑ "Search jobs" functionality may be implemented later as a "Phase II" project. It will be very simple to add due to the scalable design of the website.

Other Requirements:

- ❑ Client must provide logo in vector format (pdf may be acceptable), as well as all proofread text copy and current available job listings.
- ❑ Stock photography to be provided by Solidmark.
- ❑ Client should send brochure to Solidmark at earliest convenience to help with the feel of the graphic design process.

Production Outline:

(assuming project awarded by September 1 and client provides all necessary material)

- ❑ September 12 - Template and major pages completed.
- ❑ September 24 - Database designed and functional, search and job links/detail pages/application pages functional. Back-end login functional.
- ❑ September 28 - Test and launch. Fix any minor problems.

Professional References:



Testimonial:

"Our web design project was handled efficiently and without hassle. When it comes to complete web development, I wouldn't trust any other company than Solidmark Web Design."

- Joseph Johnson, Founder of Business Reform magazine

Business Reform
P.O. Box 760
Ashland, OH 44805
Phone: (419) 207-9977
www.businessreform.com



Contact:

Joseph Connell, President and CEO of Test Technology, Inc.

Test Technology, Inc.
4 East Stow Road
Marlton, NJ 08053
Phone: (856) 596-0900
www.testtech.com



Contact:

Dean Guyton, President and CEO of Syncromode, Inc.

Syncromode, Inc.
18 Pitman Ave.
Glassboro, NJ 08071
Phone: (856) 256-1924
www.syncromode.com



Testimonial:

"Solidmark Web Design turned our poorly designed, boring website into a real work of art. We constantly get positive feedback from our visitors."

- John Kozar, Executive Director of Piano Productions, Inc.

Piano Productions, Inc.
2063 Lombard St.
Philadelphia, PA 19146
Phone: (215) 732-4300
www.pianoproductions.org



Testimonial:

"I found the service at Solidmark Web Design to be first class. Highly recommended."

- Dan Vitco, Owner of Vitco Music.

17 Hillcrest Rd.
Stratford, NJ 08084
P: (856) 435-1124
www.vitcomusic.com

Other testimonials:

"Solidmark was very open to changes as the project progressed through the design process. Even when the project scope changed completely, Solidmark continued to provide the same level of service from day one. We will do business with this company again."

-Toby Young, Manager Mid-America Trucking Show

"We express our heartfelt gratitude for your creative thinking, and talented and timely services rendered to us. It was, indeed, pleasure to have an opportunity through which we experienced the whole process till project end with satisfaction. Once again, please accept our sincerest thanks for offering us a truly integrated project. We hope, still, to avail your services if in future we may need."

- Noaf Nackshabandi, Project Manager

"Solidmark is a superb company. Jason was our contact person and kept in touch with us throughout the project. He was always professional, courteous, and prompt. They delivered a much better product than I ever expected. They took the simple ideas I provided and turned it into something amazing using their own creative talent. The quality of the work speaks for itself. You will be able to view the Flash tutorial they developed at www.arimaa.com once the game is released. Without a doubt I would highly recommend Solidmark and plan on working with them in the future."

- Omar Syed, Programmer



Solidmark Web Design
 2508 Hamilton Dr.
 Voorhees, NJ 08043

PROPOSAL

DATE	PROPOSAL NO.
8/26/2003	1211

Name / Address

ABC, Inc.
 P.O. Box 99999
 Someplace, CA 99866

PROJECT ID:
PABC082603

ITEM	DESCRIPTION	AMOUNT
Graphic Design/Photo	Graphic Design - Template	128.00
Flash Design	Flash animated intro - approx. 10 seconds, with 3d animation involving logo, motto, etc. Female voice narration.	564.00
HTML Design	HTML Design - design all pages throughout site based on template	504.00
PHP/ASP Prog	Web Programming - all scripts, auto responder, database insertion, view, edit, delete, upload word document (resume).	940.00
Database Design	Database Design	188.00
Upload/Test	Upload website to servers and test	42.00

Total	\$2,366.00
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