

Our Reference: NNM/01/2021

25 January 2021
1 Scot Road
Hatfield
Harare
Zimbabwe

Dear Mr. Luckson Gudza

Subject: NISSAN NICHE MOTORS WEBSITE DEVELOPMENT PROPOSAL

Thank you for your interest in partnering with Dapsoft Solutions for your website development project.

At Dapsoft Solutions, we hold one goal above all others: meeting customer requirements. Our in-house team of web designers and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

We've built websites for several brands around Zimbabwe and within Southern Africa with great success, and are quite excited to get to work on yours.

In this proposal, you'll find the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply approve in the form of an email.

Thank you again for the opportunity to earn your business!

Tendai David Chihobvu
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Executive Summary

Nissan Niche Motors performs maintenance, diagnostic testing, repairs, and inspections of Nissan cars, majoring mainly in X-Trails. The company works on engines, drive belts, transmissions, and electronic systems such as steering and brakes. Nissan Niche Motors wants to get more visible and attract new customers.

To achieve this, Nissan Niche Motors has engaged Dapsoft Solutions to develop an online presence in the form of a website. At Dapsoft Solutions, we transform the thoughts and imaginations of a customer into something tangible and usable hence our motto *Think it, Say it, We do it*. Our in-house team of web designer and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

Solution Outline

Dapsoft Solutions will build your website using agile technologies, which are flexible and easy to modify, adapt with ever changing technology trends. The solution will match with the trending technologies, and appeal across all devices, whether on a desktop computer, laptop, tablet/ipads or a mobile smartphone. Ease of navigation, security, and scalability will also be considered when developing the website.

Website Structure

Nissan Niche Motors website structure will be divided into 4 categories;

- i. Informative content
- ii. Services offered
- iii. Tips & Diagnostics
- iv. Online Bookings

The following pages will be included;

- Home page
- About Nissan Niche Motors
- Services Offered
- Bookings
- Tips & Dignostics
- Contacts

Website Integrations

We will also integrate the website with the following tools and social media pages;

- **Google analytics** – to analyse page visits, statistics and visitor activities
- **Facebook, Twitter** – to share articles, tips and diagnostics on social media platforms
- **Search Engines** – google, bing, yahoo for easy visibility when a visitor searches online

These integrations will allow you to use your website as an advertising and marketing tool which helps you attract new customers and revenue for your business.

Additional Features

Based on brainstorming in line with your goals and expectations, your website will have the following additional features:

- Online Chat system
- Forums
- Frequently Asked Questions
- Membership Management Portal (X-Trail Club members)

Timelines

The table below outlines the projected execution time for your website development project;

Item	Executer	No. of Days
Project Kickoff Meeting (outlining Objectives & Requirements)	Dapsoft/NNM	1 Day
Website Structure Design	Dapsoft	3 Days
Website Pages Mockups	Dapsoft	5 days
Content Development (text & images)	NNM	5 Days
Functional Design (Navigation, Screen resolutions)	Dapsoft	10 Days
Website Complete	Dapsoft/NNM	3 Days
Testing	Dapsoft/NNM	5 Days
Website Launch/GO Live	Dapsoft/NNM	1 Day
Maintenance & Support		Ongoing

Disclaimer: The days in the table above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to add days in response to unforeseen delays or changes to project requirements.

Project Costs

We expect to complete the project within 40 Days and table below details the costs associated with this project. Invoices will be sent to Nissan Niche Motors and are payable via cash in Unites States Dollars or transfer using RTGS at any agreed rate on the day of making the payment.

Initial Project Costs	Amount
Domain Registration & Hosting .co.zw - Initial Setup	60.00
Website Design & Development	350.00
Online Booking Platform	150.00
Search Engine Optimisation (Free)	-
Social Media Integrations (Free)	-
Total Initial Project Cost	US\$ 560.00

Ongoing Costs	Amount
Website Hosting Renewal & Maintenance Per Annum	120.00
Domain renewal per Annum	12.00
Total Ongoing Costs from 2nd Year	US\$ 132.00

NB: The costs does not include additional website features.

Terms are as follows; 45% of the Total Project Cost to be paid before commencing the project. 35% to be paid at an advanced stage, and the remaining 20% on website completion.

The following are links to some of the projects we have done, please feel free to visit the websites;

- [Beitast Consulting](#)
- [Energy Information Logistics \(eionline.org\)](#)
- [Telnet Business :: We Believe Life is Better When Everything Works Together](#)
- [Zimbabwe Housing Projects | Home \(zhp.co.zw\)](#)
- [World Class Hospitality - Local, Regional Flights, Holiday Packages and Events Management](#)
- [Rufaro Foundation | Home \(rufarofoundation.org.zw\)](#)
- [NocCreations](#)