

# Request for Proposal Document

Development of Website

**AD CAPITAL ADVISOR**

[www.adcapitaladvisor.com](http://www.adcapitaladvisor.com)

A banner for Konnect infoline featuring a blurred background of a desk with a laptop, keyboard, and sticky notes. The text is overlaid on the image.

**Konnnect infoline**

Are you planning to develop

**E-COMMERCE WEBSITE**

We have Proven Expertise in the Areas of  
E-Commerce Website Development

**Swaraj Singh**

**Konnnect Infoline Pvt. Ltd.**

## Version History

Version 1	Date – 8/09/2020	KI
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Company Name	KONNECT INFOLINE PVT LTD
Company Address	D 242, Sector 63, Noida, UP, India.
Locations	Noida
Type	Digital Marketing Service Provider
Phone Number	+91-120-4224845 / +91-850007414
Email Address	swaraj@konnecinfo.com
Website	<a href="http://www.KonnecInfo.com">www.KonnecInfo.com</a>

## 1 – Objective

To develop Ad capital advisor website.

We will provide Website development solution based on brand inputs to Ad capital advisor..

## 2 – Quality Control and Expected Results

1. **Functional testing.** All modules performance as intended.
2. **Usability testing.** User Friendly, client can update contents and images.
3. **Performance testing**

## 4 – Time & Cost

Item	Quantity	Price
Website with Contact Us forms	1	USD 300

The milestones and payment terms of website are as per milestones below.

<b>Milestone</b>	<b>Timeline</b>	<b>Amount</b>
<b>Project start</b>		50%
<b>Development</b>	10 Working Days	
<b>Quality Assurance</b>	2 days	
<b>Upload on Test Server</b>	1 -2 days	
<b>UAT Completion by client</b>		50%
<b>Launch the website</b>	1-2 days	

### **Important Notes:**

1. Payment in USD.
2. KI has the rights to reschedule the project timelines if the workflow is altered / new tasks added / payments are delayed.
3. The time & cost is assuming the proposed website structure, increasing the final set of webpages may also increase the time & cost required.
4. Search Engine Optimization (SEO) and Google Ads shall be separate and provided as per list of target keywords and geographical location.
5. Catalogue data of products to be provided by brand, with name and details in desired format with all design assets
6. These prices are valid for 15 days from the date of RFP.

### **Support & Warranty:**

1. KI will provide a 30-days no cost bug fixing & Content Changes.
2. If any Third-party open source platforms are used to build the solutions (including those requiring periodical updates, security enhancements etc. KI doesn't include cost for such security and maintenance jobs upfront and they will be treated as additional.
3. Websites not hosted on our server, KI doesn't provide warranty against server threats, Open source hacks or any third-party tool malfunctions.

### **What is not included?**

- Domain
- VPS Web Hosting (separate at the time of launch)

- Original text content
- Product Photography
- Paid Ads on Google, Facebook, etc.
- Advanced Search Engine Optimization

**It is required for client to assist with the following:**

1. Give timely responses on the information that is required and what is optional.
2. All the requirements will be developed on the basis of this document only. The elements have to be verified and certified by the client.
3. Feedback: This is the most important phase; helps to avoid re-work on customizations
4. If any of the sections require special instructions, the client before the start of the project must provide the details, preferably in written email.
5. The client will provide the company logo (If available) and any other trademark artwork in high-resolution .psd /.JPEG/ or vector format. Adobe Illustrator files will be accepted.

Role	Responsibilities
<b>Project Manager</b>	<ul style="list-style-type: none"> <li>• Point of contact for Client during the development</li> <li>• Gather the Requirement</li> <li>• Get approval on final requirement before implementation</li> </ul>
<b>UI Designer</b>	<ul style="list-style-type: none"> <li>• Design the UI and its components of website</li> </ul>
<b>Web Developers</b>	<ul style="list-style-type: none"> <li>• Understand requirement, create logic</li> <li>• Develop code for modules</li> <li>• Ability to enforce standards</li> </ul>
<b>QA Engineer</b>	<ul style="list-style-type: none"> <li>• Will conduct testing of the website before delivery</li> <li>• Will ensure that website have all specifications in place and meet standards required</li> </ul>

- End of Document