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Atlas - Clever Software

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<Customer
name
<**Company**
name>

Contents

Contents

Introduction

Executive summary

Project outline

Vendors

Customers

Hub (<Redacted> users only)

Detailed requirements and scope

Website design

Project risks

Build Costs

Delivery Milestones

Project Payment Milestones

Ongoing Fees

What's not included

Next steps

Terms of Agreement

Payment _____

Change requests The
not so small print

Copyrights and Trademarks

Intellectual Property

Introduction

Thank you for your interest in partnering with Atlas for your website development project. We know how challenging it can be to find the right agency for your web development needs, and we're delighted you chose to speak with us.

At Atlas, we hold one goal above all others: 100% client satisfaction. Our in-house team of designers, developers, testers, support and project management staff uphold the highest standards for project planning and execution, and we're dedicated to building the perfect software solution for your company.

In this proposal you'll find a high level summary of our proposed approach to delivering your project. This includes delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly and confirmed you are happy to proceed we will schedule the project kick off workshop, and provide you with our standard website development agreement to review.

Thanks again for the opportunity to earn your business.

Simon Swords
Director, Atlas
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Executive summary

The <Redacted> website offers customers and vendors in the construction industry a unique take on the Amazon Marketplace experience. The platform has five primary USPs:

- Communication
- Fast delivery
- Lowest prices
- Access to 1000s of suppliers
- Supplier reviews

<Redacted>'s vendors are able to import and list their existing inventory, gaining access to a new channel of customers and additional revenue. In return for access to the <Redacted> marketplace, vendors are expected to be communicative, respond to orders in specific timescales, offer their best prices and accept reviews from customers.

<Redacted>'s customers are able to order a wide range of products from multiple vendors quickly and easily. They can expect speedy communication from the vendors due to the aforementioned requirements of the vendors.

Project outline

We'll build your e-commerce website using Microsoft .NET, a widely used programming technology used by thousands of software houses around the world. Microsoft .NET is relied upon to deliver enterprise quality software that is secure, fast and reliable.

Broadly the <Redacted> solution we propose to build consists of three interconnected modules:

Vendors

An interface where vendors selling their items can manage their inventory listings, orders, refunds, inventory importing and so on.

Customers

The public facing area of the site has a secure area sat behind it, much like Amazon. Customers are able to browse products, build shopping baskets and place/manage orders. Payment for orders is taken immediately, and integration with Stripe.com is proposed to take payment.

Hub (<Redacted> users only)

<Redacted> admins will have a basic administrator area which allows them to manage vendors, customers and a small number of overall settings to begin with.

Detailed requirements and scope

Following the workshop we have created detailed requirements for the <Redacted> website

here: <redacted>

Important: This document forms the basis upon which we have provided timescales and costs, and we strongly recommend that you review it in detail before we proceed with your project.

Please note the specific list of exclusions at the end of the document, as these are **not** included in our cost and timescale quotes.

Website design

Rather than have designers created a custom design for the website, we propose that you instead use an off the shelf template to build the site for the Minimum Viable Product.

Whilst the design is not unique, this has the advantage of us not having to wait for designs to be completed before we can start work and of course reduces costs.

The template we will purchase and use for the design of the overall site can be seen here:

<https://wrapbootstrap.com/theme/unishop-universal-e-commerce-template-WB0148688>

The template that we will purchase and use for the home page layout can be seen here:

<https://wrapbootstrap.com/theme/listty-directory-listing-admin-theme-WB029J734>

Project risks

There are a number of risks inherent in any project which could cause delays or complications along the way. Here we have outlined the risks for this project that we are currently aware of.

High level risks must be resolved prior to this proposal being accepted and costs/timescales agreed.

Medium and low level risks can be held for reference and tackling as we move forward.

Each week we will send an updated risk register with our weekly report summary.

High (Red)

- None at this stage

Medium (Yellow)

- None at this stage

Low (Green)

- Copy for the website isn't provided in a timely fashion
- <Redacted> is unable to provide UAT feedback within timelines
- Various legals are not provided (terms, privacy policy etc) in a timely fashion
- Scope and/or requirements for the site may change as more vendors make demands before they agree to come onboard
- A member of the Atlas team takes an unexpected leave of absence

Build fees

Please note that if the requirements change, then unfortunately we may have to charge for the additional work. This includes any unexpected work, changes, or work not explicitly stated in the detailed requirements which you can read here:

<redacted>

Name	Price	QTY	Subtotal (ex VAT)
Vendor module	£<redacted>	1	£<redacted>
Hub module	£<redacted>	1	£<redacted>
Customer module	£<redacted>	1	£<redacted>

Subtotal **£<redacted>**
VAT (20%) **£<redacted>**
Total £<redacted>

Delivery milestones

We have created a comprehensive set of milestones that we will use to track progress of delivery against. You can view the milestones here:

[<redacted>](#)

The dates 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 move delivery dates in response to unforeseen delays or changes to project requirements.

Customer User Acceptance Testing (UAT)

At three specific points in the development of the new website there is a requirement for <Redacted> to provide us with sign off of a particular element of the website.

Whilst we will do everything in our power to support the UAT process, we ultimately rely on you making the time to carry out UAT by the deadlines specified in the [key milestones](#) document to ensure that development is not held up unnecessarily.

Project payment milestones

The table below details the costs associated with this project. Invoices will be sent to <Redacted> on the dates indicated below, are payable via bank transfer, and are due on a 14 day term basis.

Name	Price	QTY	Subtotal (ex VAT)
Project kick off Date: 13th November 2017	£<redacted>	1	£<redacted>
HTML Prototypes delivered Date: Friday 24th November	£<redacted>	1	£<redacted>
Feature complete website delivered for user acceptance testing Date: 23rd February 2018	£<redacted>	1	£<redacted>
Website signed off Date: 12th March 2018	£<redacted>	1	£<redacted>

Subtotal	£<redacted>
VAT (20%)	£<redacted>
Total	£<redacted>

Ongoing fees

The table below details monthly fees <Redacted> will incur once your website is launched.

Note that these costs will be invoiced directly by the parties listed below.

Name	Price	QTY	Subtotal (ex VAT)
Microsoft Azure Hosting Highly available backed up and secure	£<redacted>	1	£<redacted>
SendGrid license For sending emails from the web application	£<redacted>	1	£<redacted>
Atlas Standard Business Hours Support (Free for the first six months for site launch) Phone & Email Support During Business Hours - based on 10% of overall project fee charged annually	£<redacted>	1	£<redacted>
CloudFlare (Optional) To protect from DDOS	£<redacted>	1	£<redacted>

What's not included

Atlas is not providing the following components as part of this proposal:

- A logo
- Website content including legal terms, imagery or written content
- Custom website designs (Bootstrap templates are being used)
- Email hosting for <Redacted>.com
- Any domain names or third party services

Next steps

This proposal forms a package of documents we have provided in order to begin your project.

The package includes:

- Our standard website development agreement
- The [key milestone](#) summary (click link to open)
- [Detailed requirements document](#) (click link to open)
- [The kick off invoice](#) (click link to open)

Please review these documents, and if you are happy sign the website development agreement, to confirm that you have accepted our terms of business.

At your project outset we will arrange a weekly call, provide weekly project update emails, and invite you on to our Trello and proprietary reporting tools, so you can keep track of progress in real time.

Terms of agreement

Payment

Fees to Atlas are due in accordance with the above listed pricing table. Fees for monthly services will be invoiced on the 1st business day of each calendar month, and are due on a net 14 day basis. All payments will be made in Pounds Sterling.

Change requests

Any additions or deletions from the deliverables as outlined in this document under the heading Project Outline will be considered a change of project scope. We would try to accommodate changes within our original quote, and we'll be flexible where possible, but ultimately we might have no choice but to request additional payments for these changes.

If we feel a change request is required, we'll contact you to provide a summary of our reason why and associated cost and timescale implications.

If you would rather we simply made changes as we progress your project and bill retrospectively we can provide our hourly fee for this approach.

The not so small print

Atlas warrants that the functionality contained in this project will meet<Redacted> requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with<Redacted>. In no event will Atlas be liable to <Redacted> or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate the website, even if Atlas has been advised of the possibility of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Our full website development agreement will be provided prior to work starting, in the meantime please keep in mind that:

- The figures and timescales in this document are valid for 30 days from the date the document was created.
- All costs provided are subject to Value Added Tax (Currently 20%)
- All work remains the property of Atlas Computer Systems Ltd until paid for in full

Copyrights and trademarks

<Redacted> represents to Atlas and unconditionally guarantees that any elements furnished to Atlas for inclusion in the project are owned by <Redacted>, or that <Redacted> has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Atlas and its subcontractors from any claim or suit arising from the use of such elements furnished by <Redacted>.

Intellectual property

Atlas guarantees that all aspects of design and construction of the project will be disclosed to <Redacted> upon completion, and full code, copyrights and ownership will be the sole property of <Redacted>.