

Proposal for Surfboard Factory Hawaii

Client:

Dennis Kirk

✉ dennis@surfboardfactoryhawaii.com

☎ (808) 808543-2145

Date:

📅 **April 10, 2023**



Thank you for allowing DESIGN HAWAI'I to provide you with a proposal for your online presence needs. Websites are an investment; a modern and eye catching business website is imperative in this day and age. At DESIGN HAWAI'I, we will strive to provide you with a beautiful website and the necessary tools and services to help your company stay competitive.

The purpose of this proposal is to guide you through your web design and development project with DESIGN HAWAI'I, as we strive to give our clients the necessary steps and tools to continually communicate together throughout your project.

Thank you again for the opportunity to submit this proposal. We look forward to working with you soon.

Sincerely,

Marcos Nobre

President

DESIGN HAWAI'I.

About Us:

DESIGN HAWAI'I is an award winning State of Hawaii registered business that provides best in-class custom web development and design, Search Engine Optimization (SEO) and social media consulting to clients. We have refined the process of helping our clients to the point where we work quickly and efficiently to produce the best solution in the shortest amount of time.

We have extensive experience working with different Content Management Systems (CMS) and applaud our clients' eagerness to use them. As much as we like performing continued maintenance to our clients' sites, we equally enjoy helping them utilize CMS features to maintain their own websites. We specialize in customizing CMS and adding new features as need be.

To us, security is most important. We take it very seriously and strive to stay up-to-date with the latest information. We take those one out of a million cases into account and make sure to protect against it.

Project Description

Objective:

Surfboard Factory Hawaii

The objective of this project will be to design and develop the current Surfboard Factory Hawaii website on WordPress. The website will follow these guidelines:

1. Utilize Responsive Design technology
2. Meet the most recent web standards
3. Easy and intuitive to navigate
4. Operate across all the latest web browsers versions
5. Consistent with Surfboard Factory Hawaii's brand
6. Easy to manage and update content (WordPress)
7. Social Media Integration
8. Provide website analytics for all pages (Google Analytics)

Description:

DESIGN HAWAI'I will make the necessary steps to create the new website:

1. Hosting
2. Website design (modern and clean look with a Hawaiian touch)
3. Logo re-design, modern and simplified look
4. Custom modifications to CMS (WordPress)
5. Custom pages integration
6. HTML,CSS & Javascript programing (front end)
7. Basic Search Engine Optimization (SEO)
8. Cross browser implementation
9. W3C compliance check and implementation
10. Troubleshoot
11. Create Google Analytics Stats Account and integrate it to website

Schedule - Timeline to Completion

Steps	Estimated Time
Development	3 Weeks
Final Testing and Minor Revisions	1 day (2 Hours)
Total Time Until Completion	4 Weeks & 1 Days

Requirements:

This project demands significant involvement by your personnel to maintain a good working relationship. Ultimate success is highly dependent on their effort. To help achieve a smooth and successful implementation, it will be your responsibility to perform the following:

- Ensure the necessary individuals are available to provide us with information and feedback in a timely manner.
- Provide us with applicable account login information, website content/copy and images as needed.

In Closing:

We appreciate the opportunity to provide you with a proposal for our services. We look forward to your feedback and input. If you would like to accept this proposal, please sign one copy and return it to us. The projected timeline begins 3 days after the proposal is accepted. The proposal expires 30 days from the date of this proposal.

A client's investment with us is typically an undertaking to create a professional and strategic online presence program that will make a difference in their business, if used and executed consistently and appropriately. So hopefully, after working together on this specific assignment, you will get a sense of the incredible 'added value' we can bring to your business.

Pricing

Server Setup

Configuring a computer system to serve web content over the internet.

WordPress Setup

Installing and configuring WordPress for website or blog management.

Custom Design

Creating a unique and personalized visual design for a website.

WooCommerce Integration

Adding the WooCommerce plugin to a WordPress website for online store functionality.

Current Products Integration

Integrating existing products into a new or redesigned website.

Stripe Integration

Integrating the Stripe payment gateway into a website for online payments.

Shaperbuddy WordPress Integration

Integrating the Shaperbuddy Surfboard Industry Management Software into a WordPress.

Instagram Integration

Integrating Instagram content into a website.

Mobile Optimized

Designing and developing a website or application for optimal viewing and functionality on mobile devices.

Website Firewall

Protecting a website or application from malicious attacks using security measures.

Enhanced SEO

Optimizing a website or application for improved search engine rankings.

Speed Optimized

Improving the loading speed and performance of a website.

Enterprise Level Security

Implementing advanced security measures to protect against cyber threats.

Custom Pro

Server Setup

WordPress Setup

Custom Design

WooCommerce Integration

Current Products Integration

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Instagram Integration

Mobile Optimized

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\$ 6.000+tax

Payments:

We accept the following payment methods:

- Cash
- Checks
- Money Orders
- Paypal (+4% processing fee)
- Credit Cards (+3% processing fee)

Make checks payable to DESIGN HAWAI'I
Please mail payments to:

DESIGN HAWAI'I
1888 Kalakaua Avenue, Suite C312
Honolulu, HI 96815

Maintenance, Security, Backups & Support

Premium Support

We are ready to answer any questions you may have. We can provide step-by-step "how-to's." We take pride in offering fantastic website maintenance and hands-on support. We go out of our way to earn your business every month. We're happy to be your personal website concierge with a 24-hour or less response guarantee.

Updates

Website hackers and villains take advantage of vulnerabilities in outdated websites and exploit your hard work. With updates performed on a monthly or even daily basis, we'll keep you safe and sailing smoothly.

Backups

No need to fear losing your valuable work to server or database crashes ever again! We perform scheduled backups to off-site cloud based storage on a monthly, weekly or daily basis. Storing several backups of your website allows you to easily revert to a previous version.

Database Optimization

Your website's performance is vital to your visitors and search engines. By performing database optimizations, we significantly reduce the risk of database and data corruption.

Security Scans

Keeping you and your visitors safe from exploits and malware is key to your success. We bring top-of-the-line website security protection to your website.

Uptime Monitoring

Tired of finding out from your visitors that your website is down? Say no more! We've got you covered. Beyond just letting you know, we will look into it for you to expedite getting you back online.

Never worry about your website again by letting us do it all from support, maintenance and security to site updates for a low monthly fee of ~~\$1200~~ > \$800/month.

Why Choose DESIGN HAWAI'I?

Why Us?

Why Choose DESIGN HAWAI'I?

DESIGN HAWAI'I was established in 2010 by President and Owner, Marcos Nobre, who found a need to provide both small and large businesses with an honest web development company. He found that companies were being sucked into the pressure of charming and witty salesmen, who took advantage of individuals who did not understand the complicated jargon and terminology of web development.

DESIGN HAWAI'I Core Values

Honesty – No savvy and fast-talking salesman who will nickel and dime you, overcharge, and outsource the job to an unknown country. Good work ethics and honesty are priority to us. We will take the time to understand each of our clients needs, and will not attempt to “sell” you unnecessary fluff or give empty promises. Our recommendations to clients are strictly based on our expertise and professional knowledge – each website and proposal is then customized to best suit each individual business.

Experience – Over 16 years of experience in web design and development and graphic arts. DESIGN HAWAI'I's lead designer, Marcos Nobre, is a noteworthy and distinguished web designer, former Creative Director of an established web design firm in Honolulu. With this background, Marcos has worked with both large and small businesses.

Quality – A website is a big investment for companies, and when approached correctly, it can become a huge benefit for a business. Think of your website as your company's most important and critical marketing tool, as this is your business' image to the world on a 24/7 basis. DESIGN HAWAI'I strives to ensure that our clients have the most professional and functional online presence. We will take the time to work directly with clients to assess and understand each of their specific needs, in order to determine how to implement the best possible solution in design and web development. It is our goal of 100% customer satisfaction. A good quality website will be your company's portal to the world and will be a reflection of your company for years. Isn't it then important to invest in the best?

Cutting Edge in Technology – Especially with Google and Apple, websites and technology have changed drastically, and will continue to change at an extreme pace. Continuous education is a priority at DESIGN HAWAI'I, in order to keep up to date with the latest in web design, development and cyber security.

Attention to Detail – At the time when your project is complete, we will ensure that the website has been created and tested from end to end.

Training – We will ensure the necessary client staff has been trained on how to navigate, use, and maintain all areas of the site.

We Care – We genuinely care for our clients, and will work hard to make sure that each of our valued customers are completely happy and satisfied with their website or project. Our clients' satisfaction is our top priority, as we find it important to see their company grow and develop. Our customers' success is our success.

Maintenance & Support

M & S

In exchange for the Maintenance Fee, the Design Hawai'i offers these Services as needed by the Company:

- A. Monitor website performance monthly for up to 80 hours to ensure optimal functionality.
- B. Fix website issues such as coding problems, broken images or links, and other malfunctioning components to maintain smooth operation.
- C. Schedule routine maintenance on weekdays, 9:00 a.m. to 5:00 p.m. HST, to minimize disruptions. Extra maintenance requires prior consent and 24-hour notice.
- D. Update website content within five days of a Company Maintenance Request. If more time is needed, prior consent and 24-hour notice are required.
- E. Purchase necessary equipment, products, or services for website maintenance. The Company reimburses costs, with prior consent for purchases over \$10.
- F. Keep a weekly backup copy of the website and securely archive submitted files to prevent data loss.
- G. Provide technical support and training for website maintenance and administration, helping the Company manage the site effectively.
- H. Supply monthly reports, such as website audits, search engine, error reports, and any others requested by the Company, to track progress and performance.
- I. Offer prompt assistance and answer questions related to the website, ensuring the Company has the support it needs.
- J. Keep website software, third-party add-ons, and plugins up-to-date, maintaining compatibility and security.
- K. Perform daily automatic security scans, report successful breaches, and take necessary actions to protect the website.
- L. Detect and remove any malware from the website to safeguard its integrity.
- M. Update and maintain website firewall rules, ensuring a secure environment for the site.
- N. Automatically renew website SSL (https) certificates, maintaining a secure connection for users.
- O. Update the website server OS, keeping it running efficiently and securely.
- P. Maintain updated server firewall rules, ensuring optimal protection for the website server.
- Q. Implement a disaster recovery plan to address breaches, hacks, or hardware failures and take measures to prevent future incidents.

Terms & Conditions

T & C

Website Design and Content Terms

Changes to the website layout or design after finalization may incur extra fees. Altering website specifications or features might also have additional costs. We will inform the client in advance.

Graphic Design Revisions are included in the project price. You can request changes after seeing our initial design. We allocate up to 2 hours for each revision. Provide detailed information about your vision for the best results. Additional revisions or changes after approval will be billed at our standard hourly rate.

Please supply website content within 21 days of the project's start. Contact us for a custom quote if more time is needed.

If the content isn't provided by the Estimated Completion Date, we may request the balance due. The website will be completed based on a revised timeline, at least 3 weeks from receiving the final content unless an alternate arrangement is approved.

All content must be in electronic format (Word or PDF). For formatting or a special styling, provide documents or formatted HTML examples.

The client is responsible for website content, including spelling and grammar. We offer copywriting or content editing services at an additional fee if needed.

We aren't responsible for illegal or copyrighted content used on the website. The client is liable for any damages related to using such content.

We offer in-house meetings for initial specs and website details. Most of our processes will be done via email and phone. Additional meetings, if needed, are at the Design Hawai'i staff's discretion. Let us know if more in-person meetings are required for an additional quote.

Project Terms and Conditions

If client-caused delays extend 1 month beyond the Estimated Completion Date, we will charge the amount due and finish the project at the client's discretion.

If you need our services expedited at any point, notify us with the terms for a price estimate.

We strive to meet deadlines and timelines but aren't liable for delays beyond our control or caused by a 3rd party service.

We offer free basic technical support for one month after your website training session (the default is 30 days). Contact us to extend the support period or sign up for a discounted ongoing support contract.

If your website suffers from malicious abuse, we will help restore it but will charge our regular hourly rate. An expedition fee may apply unless covered under a maintenance agreement.

Late payments received more than 30 days after the due date will incur a 10% penalty per month. If non-payment leads to collections, the client must cover all attorney and court fees.

Upon final payment, all intellectual property rights, titles, and interests in work products, including web designs, code, content, logos, graphics, blog posts, and articles, belong exclusively to the client.

By signing this agreement, I acknowledge that I have read, understood, and accepted the above terms and conditions. I agree to adhere to these terms and conditions for the project's duration.

Agreement

I _____, Agree to pay DESIGN HAWAI'I the total amount of _____USD +Tax
for Surfboard Factory Hawaii' website redesign implementation. and the amount of \$_____USD +Tax a
month for maintenance & support .

Contract Agreement

** By signing this document, Design Hawai'i and Client agreed upon the guidelines of this proposal. Also,
signing this document will guarantee scheduled payments, as well as the completion of the project that
has been described. **


Client Name

Client Signature

Date

Marcos Nobre

Marcos Nobre - DESIGN HAWAI'I.



Marcos Nobre Signature