

Client Co.

Website Development Proposal

UP2
2010

© The content of this document is produced by UP2 and remains the property of UP2 and should only be read by the party to whom it was intended.

Control Statement:

This document will be valid until further issue is released. The recent issue supersedes the older one, which should be destroyed.

Confidential Document

Tel.:
Fax.:
Email:

At.	Mr. Mohamed Yehia
Sub.	Website Development Proposal
Pages:	10 Including Cover

Dear Mr. Mohamed Yehia

Date: Thursday, March 18, 2010

According to our last phone call, **UP2** would like to thank you for given us the opportunity to propose our designs and internet services proposal to your company

Table of Contents:

- Who is UP2?
- UP2 Online Business Model
- Vision
- Mission
- UP2 Solutions
- Website Development Packages
- Terms and Conditions
- Gallery of Success

We hope our proposal meet your satisfaction

Please do not hesitate to contact us in any future support

With Best Regards
Ahmed Abd El-Motaleb
UP2
Sales Department

Who is UP2?

UP2 is an Egyptian Information Technology Solution Provider Company engaged in the field of internet solutions and e-marketing.

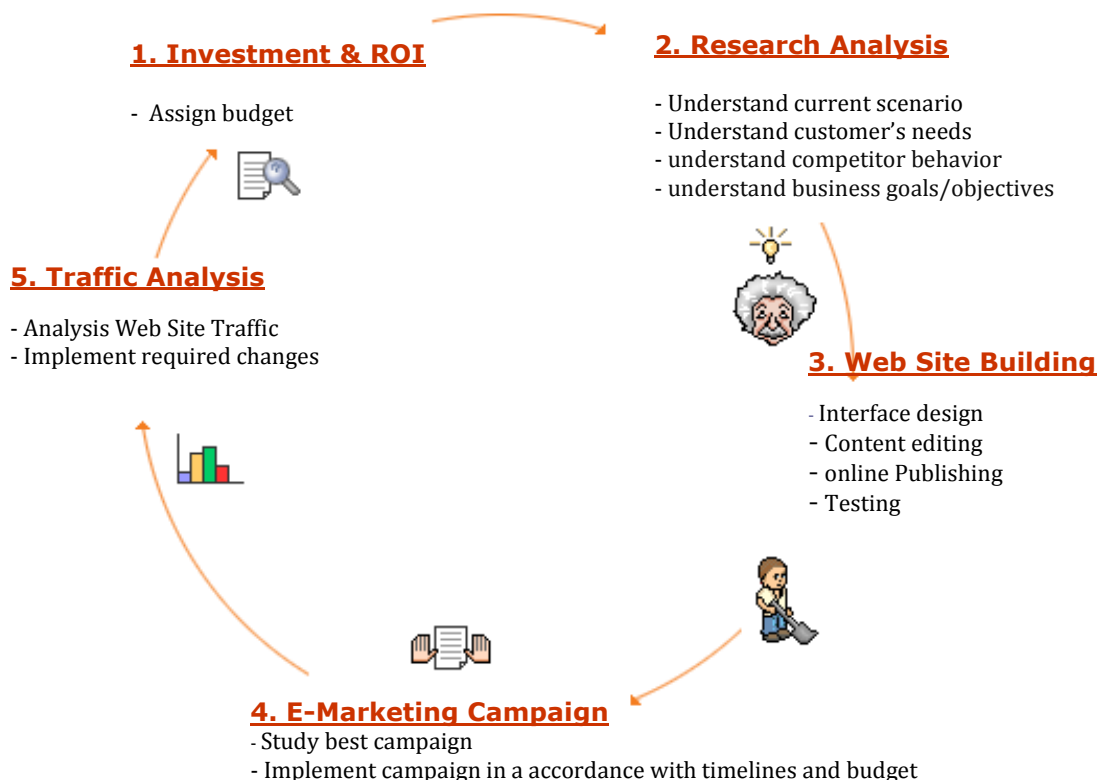
UP2 is now serving more than 500 clients in Egypt and overseas providing them highest value added of Internet solutions including Web Sites development, E-commerce Solutions, Electronic Marketing.

We believe in the importance of using Internet nowadays in business, so our mission is to help organizations to benefit from internet revolution by starting online business with planned electronic marketing to increase their sales and decrease their costs. **(ROI)**

UP2 helps business plan, design, and implement infrastructure architectures that provide seamless communication, access, or connectivity to its employee, customers, and partners, while reducing the total cost of ownership.

UP2 Online Business Model:

Online business is a new look of the traditional business with more power features, capabilities and low costs with high return on investments (ROI), Online business must go through sequence of steps starting with a web site but not ending with it.



UP2 offer sequence of steps which grantee the success of your online business as the following:

1) Investment & ROI:

The first step in your online business is determining the budget of your online plan depending on your markets, your customers, and your e-marketing plan for the next 5 years.

2) Analysis:

Analysis the current situation of your online business and your competitors as the following:

- Understand current scenario.
- Understand customer's needs.
- Understand competitor behavior.
- Understand business goals/objectives.
- Competitors (Links / Search Engine profile)
- Your strengths & weaknesses

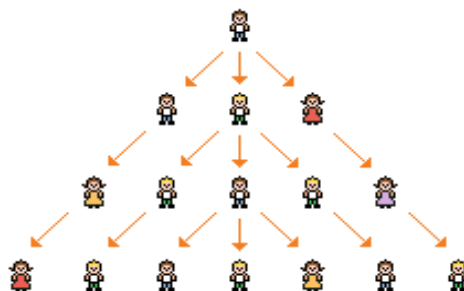
To out put with our proposal of your internet business plan.

3) Online presence (web site):

Start the online presence by creating your web site around marketing model and concepts; we should thinking about our project [web site] as the following:

- Not just about "look and feel"
- Not just about "user interface design"
- Not just about "Content editing"
- Not just about "Hosting & Domain Name"
- Not just about "Testing"

It's about "**Selling channel**"
Convert your site to online cash generating machine



4) e-Marketing:

Planning online marketing plan to attract targeted customers by follow more than 6 methods of e-marketing. (It doesn't matter how nice is your web site looks, if no one ever found it)

How are people finding websites?

Search Engines	81 %
Links from another website	59%
Someone told me (WOM)	57 %
Magazine	52 %
TV	48 %
Guessed the address	42 %
Link in an e-mail	39 %
National newspaper	37 %
Advert on another website	21 %
Radio	19 %
From a local newspaper	17 %
Billboard /poster	12 %
Direct mail	10 %

5) Traffic Analysis:

We will analysis your web site visitors and traffic each month to implement required changes according to your website's visitor's navigation by getting the following results:

- Number of visitors per day
- Where they've come from?
- Where they went on the site?
- How long they stayed?
- Which page they left on?
- What browser they were using?
- What time of day and what day of the week they visited?
- What words they typed in to a Search Engine to get to you?

Vision:

- Help the organizations to benefits from internet revolution

Mission:

- Offer solutions to the organizations to get online presence by:
 - Maximizing website visibility
 - Increasing website traffic
 - Converting lookers into bookers
 - Maximizing return on investment [ROI]

UP2 Solutions:

UP2 use the latest versions and techniques of **Microsoft**, “.Net” tools and solutions as the follow:

Platform:

- Windows 2003, XP

Database:

- MS SQL Server
- MS Access

Languages:

- HTML
- XML
- Active Server Pages (ASP)
- ASP.Net
- DHML
- Style Sheets (CSS)
- Java Script

Web Server:

- Internet Information Server (IIS)

Tools:

- Visual Studio
- E-Commerce Server

Terms and Conditions:

- All prices are in L.E.
- Page size in the previous offers is A4 paper size and for one languish,
- Extra languish will cost 40% from the total cost without the renew fees [Hosting – Domain – Emails].
- This offer is valid for 15 days.
- Full flash version will cost extra [40%] from the total cost of the package.
- 50% of total package cost is due upon agreement, 25% after web site design agreement, and a 25% upon project completion [web site development].
- **Unlimited** POP3/SMTP Email Accounts.
- **Unlimited** E-Mail Auto-responders.
- **Unlimited** E-Mail Forwarding.
- Catch All Emails.
- Our dedicated hosting servers located at USA & CANADA.
- **Registration & Activation** [domain name & hosting space] within 2 working days from the contract date.
- **Activation** for [Move or Push the domain name] within 1 working day from the register action, [the website and the emails will be working within this period].
- **Domain name** transfer will be done within 5 working days after the approval date from the register of the domain, [the website and the emails will not working within this period]

Gallery of Success:

UP2 some of our clients

www.alnada-marble.com
www.mffco.com
www.mycreative-eg.com
www.asfourcrystal.com
www.imp-cars.com
www.caravan-marketing.com
www.familypharmacia-eg.com
www.caravan-marketing.com
www.bahgat.com
www.gv-limousine.com
www.peacespaegypt.com

Flash web site

<http://www.elnokhbah.com>
<http://www.lasheen-print.com>
<http://alex-d3ayahtswe2.com>
<http://medhat.newcairo-way.com>
www.newcairo-way.com
www.kelma-music.com
www.staraviation.org
www.medhat.newcairo-way.com
<http://krmbolutions.com/kns/>
<http://www.jpadoors.com/>
<http://merryland-luxor.com/>
www.bonita-eg.com
www.promise-egypt.com
www.agreen-co.com
www.merisratings.com
www.tech-eng-cont.com/index.php



Finally we hope that our proposal gains all your respect and satisfaction and fill in all your organizations' needs.

We are very keen to do business with you

"UP2 Team"