

Cherimoya Solutions
Piedmont Plaza
Ngong Road, Nairobi
Kenya
P.O Box 43537-00100

info@cherimoyasolutions.com
www.cherimoyabusiness.com
Company Representative
Edwin Getugi



Cherimoya Solutions

Yubla Investment Ltd Web Development Overview Website & Maintenance

Prepared for:

Corazon Aquino

Yubla Investment Ltd
Nairobi, Kenya
T 0724 076 988 E cora.aquino88@gmail.com

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Statement of Confidentiality

This overview and supporting materials contain confidential and proprietary business information of Cherimoya Solutions. These materials may be printed or photocopied for use in evaluating the development project, but are not to be shared with other parties.

About Us

Everything we stand for is to see Businesses Succeed Online. To reach this goal we empower them with software driven products that are simple and user friendly. This enables them to engage customers in more meaningful ways making the world a better place.

We work with businesses big and small across a range of sectors and we utilize all the latest technologies to get your name out there in a way that's right for you. We first make an analysis of your company and your customers. This helps us to effectively promote you on the web. We will continue to work with you as we fully understand your business, at the same time also training you to manage your online brand.

We believe in team work and we are partnered with the best of industries in their trade to see you get the most benefit. Our Company does not respect tradition but innovation. **The tradition of just giving Websites that do not engage customers or show growth is not the way.** This is a wrong in the industry we endeavor to

correct. **We believe Empowering Businesses to manage their Website is the Key to Success.** This involves providing them with a system to manage their content and media that requires no coding skills. **This saves them time and money and also helps them better serve their customers.**

Whatever the level of support you require, we are sure that we will have a package that meets your needs. All of our virtual professionals are highly experienced in the areas in which they work to deliver to the high standard that you would want for your business.

“ Giving people fish is not the answer. Teaching people how to fish is. We will work with you to not only make sure you have a strong online brand but that you can manage and grow it. **The work we do empowers you to accomplish great things with the customers you care about.**

Who we are

We are a fairly small, startup company that work to see Businesses Succeed Online. We work flexibly with clients to fulfill their needs. Whether it's starting a website from scratch, we will work alongside you to give your business a strong online presence. Our unique service is helping businesses to run and grow their website within their staff. We are the only company that works toward this.

What we do

We strive to be the best at what we do and offer

- » Content Management Website Development & Maintenance
- » Website Performance Statistics, Website Content Training
- » Search Engine Optimization, Mobile Devices Integration.

Our Founders

ENOCK KIPRONO



Position: Business Manager
Experience: 7 years

Enock is our Business Manager and Search Engine Optimization Expert. He works with Edwin on Web Development as well with his vast knowledge on HTML and CSS.

Enock has great experience in online business. He is an accomplished blogger running his own online companies some of which are the top ranking among search engines. He brings this vast experience to the work he does now helping businesses to achieve online success.

“When you love what you do you never have to work a day in your life.

EDWIN GETUGI



Position: Project Leader
Experience: 7 years

Edwin is our Project Leader and Web Development Manager. He specializes in Design and User Interfaces guiding projects to make sure the result impresses the client.

Edwin's focus is on making sure the end product accomplishes its purpose. His vast I.T experience together with his design skills have contributed greatly to clients. Constantly on the search for value, Edwin is always implementing new web technologies for clients to help them achieve more.

“The best work happens when you know it's not just work, but something that will improve other people's lives.

SHEM LUCHIRI



Position: I.T Manager
Experience: 7 years

Shem is our I.T Manager and Marketing Developer. He makes sure business runs smoothly from start to finish in the company.

Shem's knowledge and skills of I.T systems make him a large asset and resource to clients. His background in technology firms have helped to guide our work to ensure every client benefits with the latest of trends and resources. His awareness helps all parties connect better.

“No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.

The Solution



WORDPRESS – World's Best Content Management System

The Best Company to promote one's brand online is the Company itself. Thanks to Wordpress Businesses can now do this without the expenses of a Web Developer, saving money and growing faster.

With the constant rise of Internet access more people everyday are searching for services online today. As we head to this future, undoubtedly all businesses that have a strong online platform gain a high advantage. As the popular saying goes "if your customer does not find you

they will do business with your competitor".

To appear on search engines requires lots of updated content and user engagement. Wordpress is now what help businesses achieve all this within their office. In doing so companies gain a high advantage to market online.

Benefits of using Wordpress

» Update your own Website with no technical skills needed

SAVE TIME & MONEY

» Monitor you're Website growth from your visitors per day, week or month

GROW FASTER

» Achieve the best advantage to start ranking on Google's search engine

MARKET BETTER

Famous Companies Using Wordpress



Notable Kenyan Corporations Using Wordpress



— THE PRESIDENCY —
OFFICIAL WEBSITE OF THE PRESIDENT

The Presidency

Launched by his Excellency President Uhuru Kenyatta, The Presidency replaces the State House Website. Incorporated in the Website is a platform for the public to report corruption incidents within State agencies. To engage its users to the best degree the President's Administration uses the best system Wordpress.



National Bank
THE BANK WHERE YOU BELONG

National Bank

One of Kenya's Top Companies, National Bank is a large financial services provider serving individuals, small-to-medium companies and businesses (SMEs) and large corporations. National Bank offers full online solutions in its systems using none other than Wordpress.



CapitalFM Kenya

Capital Digital Media is a website which offers live radio streaming from 98.4 Capital FM, blogs, live chat, News and more. Its website powered by Wordpress is now the 4th Most Visited Website in Kenya.



Career Point Kenya

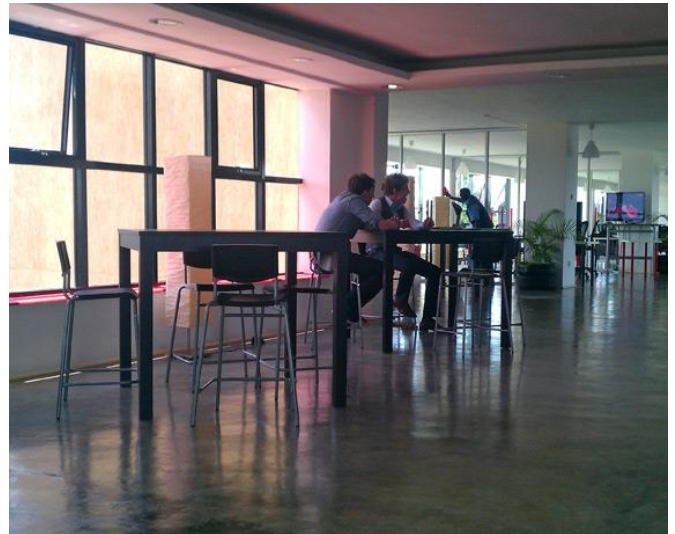
Career Point Kenya is a source for latest Kenyan jobs and vacancies. Career Point's choice of Wordpress has now made them among the top visited websites in Kenyan in 14th place.



Dunhill Consulting Limited

Dunhill consulting limited is a cost effective, professional real estate firm and property consultants in Kenya. It's website powered by Wordpress is among the top real estate websites to look for a property on Search Engines.

Our Workshop



Ideal for Empowerment

88mph's Start-up Garage is where we work to empower our Clients. This is a working space for new and growing businesses with a Focus on Tech, IT & Innovation. Located on Ngong Road, the space provides a great working atmosphere and great views of Nairobi. Meetings are **arranged solely by Appointments** and **Exclusive to Premium Clients only**. Clients order to appear for **Training Sessions, Offline Maintenance**. Facilities includes **High Speed Wi-fi Internet, Security, Storage, Conference Rooms, Cafe/Bar Area**



Top Clients



Icon Sports Marketing

Kenya's Number One Sports Marketing Company is empowered with us. They manage all their Content, Media and Events within staff. They also rank **number one on Google's Search Engine** when looking for "Kenyan Sports Marketing Company"



**WOBURN
RESIDENCE CLUB**

Woburn Residence Club

Recognized as a **World Leader**, Woburn Residence **won the prestigious international award for Tourist, Hotel and Catering Industry 2002 Trophy**. We are honoured to have them empowered with us. They can now manage all bookings, payments within their office staff.



Dealpoa

Kenya's Top Online Company Registrar is empowered with us. They are the **Number One Ranking Company in their Service on Google's Search Engine** when searching for "Register a Limited Company, KRA PIN Registration". Their online service speeds up Company Registration.



Fenesi

One of Kenya's Most Popular Business Blogs is empowered with us. Their blog **receives a peak of 17,000 unique visitors a month**. Fenesi is equipped to handle all Enquiries, Content within staff. Their popular blog is also a member of BAKE (Bloggers Association of Kenya).

Our Services

Whether you need to create a website from scratch, or you are looking for a design refresh, we are confident you will be pleased with the results. The services we offer for clients are:

Web Development

- | | |
|---|--------------------------|
| » Domain Name Registration (.com, .co.ke, .biz, .org) | from Ksh 1,000 – 3,000 |
| » Web Hosting Implementation | from Ksh 1,000 – 5,000 + |
| » Content Management System Integration | FREE |

Web Design

- | | |
|----------------------------|--------------------------|
| » Front End Website Design | from Ksh 4,000 – 8,000 + |
| » Customization | Ksh 1000 per hour |
| » Content Integration | from Ksh 20,000 + |

Web Maintenance

- | | |
|---------------------------------------|-------------------|
| » Maintenance | Ksh 800 per hour |
| » SEO and traffic monitoring/analysis | Ksh 800 per hour |
| » Customization | Ksh 1000 per hour |
| » HD Video Training Tutorials | from Ksh 5000 |



We will work with you to fully understand your business and your target audience. This will help us to make sure we develop a system that is most effective to market your business online.

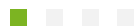
Our Approach

Web Development Process

- | | |
|---|---------------|
| » Setup of Domain Name, Hosting & Emails | Step 1 |
| » Installation of Content Management System with Design | Step 2 |
| » Uploading of Content, Images and other Media | Step 3 |
| » Creation of Accounts for Maintenance & Support | Step 4 |

We want you to feel informed and empowered during the progression of your Website. Below we have outlined in detail what each step of the development process will involve.

1 Setup of Domain Name, Hosting & Emails



A domain name is your address on the web e.g www.mybusiness.com. The first step is to select a name that is available and also the type of domain name you want to represent your business i.e .com, .biz, .ke. Once this is done the website hosting is set up. This is the amount of space that you will be using on the web. The more content, media and images the more space will be needed. Hosting can always be upgraded throughout the year. Creating the hosting now allows the creation of email accounts with your domain name. You can now have email accounts such as info@mybusiness.com, sales@business.com which is more professional for your business. Email accounts can also be added throughout the year. It's also important to note the deletion or change of an email account removes all data inside it. So too changing a domain name will also result in the removal of email accounts.

2 Installation of Content Management System with Design



A Content Management System (CMS) is software designed to allow the updating of a website with minimal technical or coding skills. It allows a user to log in to their website and change elements such as content, images and more. Once this is installed on the hosting account we will now look for a design layout known as a "Theme". This will be the foundation of all content and media. There are very many elegant themes to represent any business and when a good layout is chosen we install this to begin the next step.

Web Development Continued

3



Uploading of Content, Images and other Media.

This stage is now where the website begins to take form. We will work alongside with you to place all your content and images in the manner that represents your business well. The design template chosen will make this easier as it has a preset structure for where to put your content and media.

The process of placing content and media can be split into many areas and typically consists of:

- » Menu Bar: The navigational panel in every website can consist of Home, About Us, Contact Us etc.
- » Footer: A navigational panel at the bottom with items to your choosing e.g contact details, social media
- » Pages: The main holder of all your content typically having a title and body with text and other media.
- » Enquiry Form: A collection data form allowing the user to submit an enquiry to your email.
- » Plug-ins: Various add-ons that make your website functional and interactive. E.g payments, bookings

4



Creation of Accounts for Maintenance and Support.

When the website is complete to standard, an account will be created on our server for help with maintenance and other support. This account will allow the user to access a store where they can order maintenance on their website, buy the latest add-ons, order customization for the website and much more.

With technology been so dynamic new technologies arise that help a website perform better online. This requires businesses stay up to date in order to better serve their customers. The online store will cater to this to make sure your website is always at its best. Users can also order select tutorials on every element to manage their own website without any further assistance.



Our Service doesn't just help you to have a good looking website. But a powerful system that you can use to achieve more with your users whether its updating content, accepting orders, live chat with users etc.

Our Packages

BUSINESS LITE (PAY AS YOU GO)

Ksh 25,000*

 1 Hour Maintenance

A package suited for those who want to grow at their own pace. Ideal for **Businesses who have a select budget** to order a Custom Website.

For clients who want to grow at a pace they set, this is an ideal choice. In this package they get to have a Content Management System installed with a simple design to showcase their business. They can always upgrade to new design templates and order similar products to Business Pro in the Cherimoya Store.

- » A **Simple Website** to grow with (1 – 15 page setup)
- » **1 Free Hour** of Maintenance every month
- » **Order Custom Website** with a Select Budget

BUSINESS PRO (YEARLY)

Ksh 50,000*

 4 Hours Maintenance

A package suited for those who want the most out of their Website. These are **Businesses who want to grow their brand and also rank on search engines.**

For the clients who want to grow fast this is a well suited package. They obtain a Content Management System with an Elegant design to promote their brand. Also included are their domain name, hosting, and maintenance. Tools to monitor their website growth are provided with training to help them rank on search engines.

- » A **Powerful Website** to grow your Brand (1 - 30 page Setup)
- » **4 Free Hours** of Maintenance every month
- » Supply of **Domain Name with Hosting for 1 year**
- » **Search Engine Optimization, Performance Statistics**
- » **30% Discount** on Added Maintenance & other select products
- » **Training Tutorials** for Managing Website



* Quoted prices assume your responsibilities under the Terms and Conditions are met and any required content and resources are provided on time as necessary. If the price is likely to change, we will contact you before we proceed.

Website Budget Breakdown

Step 1: Setup phase I — Purchase of Domain Name, Hosting and Setup of Email Accounts.

» Domain Name (1 Year)	from Ksh 1,000 – 3,000
» Hosting (1 Year)	from Ksh 2,000 – 5,000
» Email Accounts (free within package limits)	Ksh 100 each

Step 2: Setup phase II — Installation of Content Management System with Design.

» Content Management System	FREE
» Design Template Structure	4,000 – 8,000 +

Step 3: Development phase I — Uploading of Content, Images and other Media.

» Uploading of Content, Images and other Media	from Ksh 8,000 +
» Website Testing	FREE
» Customization of Design Template	Ksh 1,000 per hour

Step 4: Development phase II — Handover with creation of Accounts for Maintenance & Support.

» Handover of Website with Username & Passwords	FREE
» Membership Account Activated in Cherimoya Store	FREE
» Added Maintenance on Website	Ksh 800 per hour
» HD Video Training Tutorials	Ksh 5000 +

Project Timeline

Days	1	2	3	4	5	6
Setup						
Development						

*The following timeline assumes your responsibilities under the Terms and Conditions are met and any required content and resources are provided on time. Please note that such results fall within the Business Pro Package.

Setup

Day 1: Setup of Domain Name, Hosting & Emails

Day1 starts with ordering of the domain name. This will be the address of your website for the year. After this is the setting up of the hosting together with the email accounts of your choice. We will have contacted you prior to all this in regard to the choice of a domain name, hosting package and email accounts.

Day 2: Installation of Content Management System

Once back end development is complete we will begin installation of the Content Management System that will handle all your content, images and all related media. This system will need generated username and passwords to log in for all updating of content.

Day 3: Implementation of Design Template Layout

With the Content Management System set up we will send you relevant design templates to choose from. This will be the overall layout for your business website. Earlier to this, we will already have done an analysis with you to see what brand colors you want and what visual design you prefer. Once chosen we will implement this template for your website.

Development

Day 4: Uploading of Content, Images and Media

Once a solid foundation has been created we'll start uploading your content, images and media to the relevant design structure. You'll need to ensure that the content you'd like in your website is delivered to us in an easily accessible soft copy format (a Word document is great).

Day 5: Website testing & Feedback Review

It may look done, but your website is bound to have little bugs and issues at this point and that is why we dedicate a day to problem solving these so that your customers' user experience is pain-free. We also check with you for feedback that the result is pleasing.

Day 6: Membership Account, Client handover

We will contact you to notify when we are about to submit the website to Internet Search Engines. Once you're satisfied we will hand over your new site for its official launch. A Membership Account will be created for you to order maintenance in the Store as well as the credentials to log in to your website to update changes and be empowered!

Acceptance of Proposal

Cherimoya Solutions Project — Business Brand & Website

Yubla Investment Ltd

Nairobi, Kenya

T 0724 076 988 E cora.aquino88@gmail.com

Proposal Issued

20.07.2018

Proposal Valid till

31.07.2018

» For any work to commence all clients will need their Logo, Content, Images in Soft Copy format. All this needs to be submitted through email only.

» All prospective clients will also need to have their Company registered per Government Law and submit their Company Certificate | KRA Pin for us to validate.

Print name

Position

Sign here to approve

Date

Company Information

Cherimoya Solutions
Piedmont Plaza, Ngong Road

P.O BOX 43537-00100
Nairobi, Kenya

Terms

These materials may be printed or photocopied for use in evaluating the development project, but are not to be shared with other parties. By accepting our Proposal to begin development you agree to our [Terms of Service](#).

