



WEB DESIGN AND DEVELOPMENT

PROJECT PROPOSAL

Prepared for:

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eCommerce Upgrade

Prepared on : 03-11-2026

Prepared by:

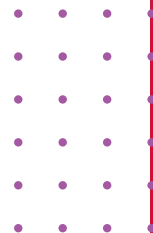
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→ INTRODUCTION

GET TO KNOW ABOUT US



Welcome to ALI WEB DESIGN,

Ali Web Design is a leading web development agency dedicated to helping businesses achieve their online goals through stunning web design and development service.

Experience the Power of Professional Web Design with Ali Web Design – Your Partner in Success!

3+

Years of Experience

150+

Happy Clients

200+

Projects Delivered

6+

Website Packages Available





→ PROJECT SCOPE OF WORK

DEFINING THE PROJECT



Objective

To provide professional and innovative web design solutions tailored to meet the unique needs of clients, ensuring functionality, user-friendliness, and aesthetic appeal while promoting business growth and digital presence.



Key Features

Key features include custom web development, responsive designs for all devices, secure and scalable solutions, SEO optimization for better visibility, and e-commerce integration with secure payment systems.



Design Aesthetics

The design emphasizes modern, minimalist aesthetics, brand alignment, engaging visuals, intuitive navigation, and user-focused interactions, ensuring every website is practical and visually captivating.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Scope of Work — Website Migration & eCommerce Upgrade

Project Summary

Migrate hudahomestyles.com to ekramefurniture.in, convert ekramefurniture.in into a fully functional WooCommerce store, enable order email notifications, and integrate a WordPress-compatible payment gateway (Razorpay preferred).

Deliverables

1. Migrated site live at <https://ekramefurniture.in> with preserved content and URLs from <https://hudahomestyles.com/>.
2. WooCommerce store: products, categories, cart, checkout, user accounts.
3. Order email notifications (custom templates + SMTP setup).
4. Payment gateway integration (Approved Razorpay or approved alternative) with test & live modes.
5. Handover with credentials & brief docs.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Key Tasks

1. Backup source site; set up Fresh WordPress and migrate of Ekra Me Furniture.
2. Migrate files, database, media; update URLs.
3. Install/configure WooCommerce and import products (client data or backend export).
4. Configure shipping, taxes, and customer accounts.
5. Set up and test order emails via SMTP.
6. Integrate and test payment gateway (API keys & webhooks).
7. Final testing (checkout flow, email, payments) and launch.

Timeline

Estimated 2 weeks (depends on data size and client responsiveness).



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Client Responsibilities

1. Provide WordPress admin access for both sites and hosting details.
2. Provide approved Razorpay (or other) merchant account & API keys.
3. Pay 40% advance to begin work.

Exclusions

Major custom development, ongoing maintenance, SEO, or branding redesign (can be quoted separately).



→ OUR APPROACH

CRAFTING DIGITAL PRESENCE



For this project, we prioritize understanding your organization’s mission and audience to create a tailored, user-friendly website. Our approach focuses on delivering a responsive design, seamless navigation, and secure donation functionality. By integrating an intuitive CMS and showcasing content through well-structured categories, we ensure the website effectively engages visitors and supports your charitable goals.



01

Discovery Phase

We'll begin with a thorough discovery phase, including a competitive analysis and a deep dive into the brand.

02

Design & Development

Our expert team will create custom designs and develop a responsive website using the latest technologies.

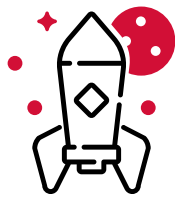
03

Testing & Launching

Rigorous testing will be conducted to ensure the website functions and the will launch the website officially.



YOUR PACKAGE AND FEATURES



eCommerce Upgrade + Migration

₹6,000/-

- ✓ Website Migration
- ✓ Admin Access
- ✓ Free SSL Certificate
- ✓ Call Button Integration
- ✓ Enquiry Form
- ✓ SEO Friendly Website
- ✓ WooCommerce Full Configure
- ✓ Google Search Console Setup
- ✓ 100% Responsive Website
- ✓ Social Media Integration
- ✓ WhatsApp Button Integration
- ✓ Payment Integration

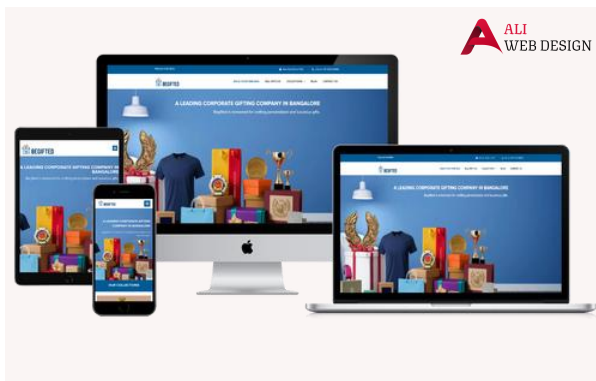
NOTE :

1. Development Branding will be there on Footer Area.
2. Before Starting the work I need 40% payment of the Total Amount. (i.e., ₹2,400)
3. After completing the Website you need to pay 80% then we will make the website LIVE in Internet. (i.e., ₹3,600)
4. No Website Maintenance Service is added in this quotation. It will be billed separately monthly (if needed).



→ PORTFOLIO

OUR WORK SPEAKS FOR ITSELF



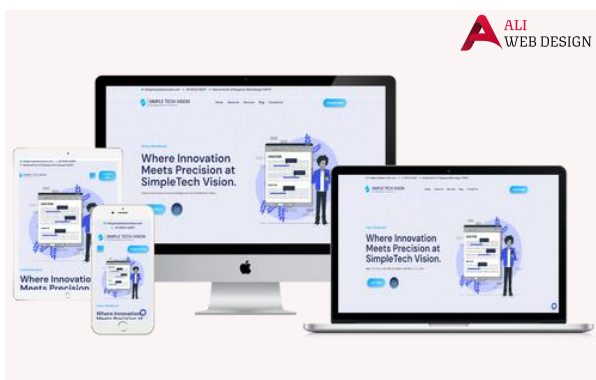
BeGifted

Begifted is a visually appealing product listing website that highlights items in a clear and organized manner. It offers a user-friendly layout to ensure easy navigation, helping businesses effectively display their offerings.



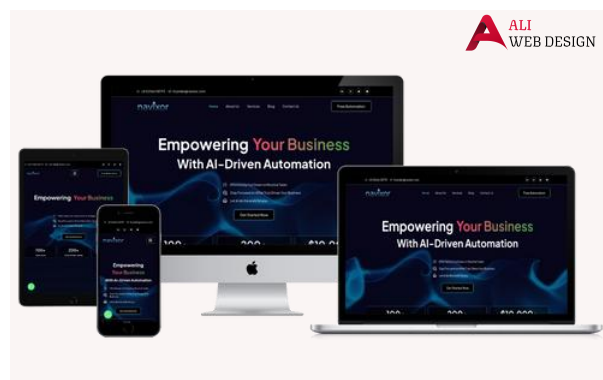
Alacrity India

Alacrity India is a feature-rich eCommerce website crafted to provide users with a smooth shopping experience. With an intuitive interface, secure payment options, and modern design, it enables businesses to connect effectively with their customers.



SimpleTech Vision

SimpleTech Vision is a service-oriented website that presents technical expertise and solutions in a professional and informative manner. Its clean design and structured content provide a seamless user experience while building trust and credibility.



Navixor

Navixor is an informative website designed for an AI service provider, showcasing cutting-edge solutions and services. The website emphasizes clarity, professionalism, and user engagement, making complex AI concepts accessible to all.



→ CLIENT TESTIMONIALS

WHAT OUR CLIENTS SAY



Ali Web Design did an outstanding job designing our website, begifted.in. From start to finish, they were incredibly professional, offering creative and innovative solutions that perfectly captured my vision. The website not only looks stunning but also provides a seamless user experience.



Mr. Deepak M
Zeal Integrated



Ali Web Design services truly exceeded my expectations in bringing my website to life! From the very start, their professionalism and dedication shone through. Ali took the time to deeply understand my requirements and made sure every detail perfectly aligned with my vision. His cooperative and patient approach made the entire process smooth and stress-free.



Rahul Agarwal
Founder - Navixor



Best person I have ever met on this work he is literally perfect person for web development and designing and his behaviour and work speed in incomparable ❤️🌟

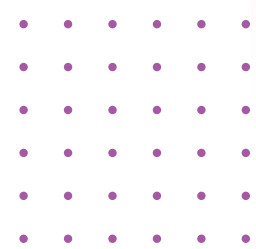


Rawat Aaryan
Co Founder – Oorjaswa



→ CONCLUSION AND NEXT STEPS

LET'S GET STARTED!



At Ali Web Design, we are passionate about transforming ideas into impactful digital experiences. Whether it's an eCommerce platform, an informative service website, product showcase or a custom website, we tailor each project to meet your unique goals. With a focus on user-friendly design, functionality, and innovation, we are excited to bring your vision to life. Let's collaborate and create something extraordinary together!

We believe that our expertise and dedication to excellence make us the perfect partner for this project. To proceed, please review the pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!

STAY IN TOUCH WITH US!



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