



WEB DESIGN AND DEVELOPMENT

PROJECT PROPOSAL

Prepared for:

Mr. Ankit Rawat,
+91 98882 48872
Informative Real Estate

Prepared on : 27-01-2026

Prepared by:

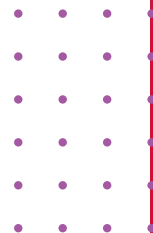
Md Intezam Ali,
+91 7063724137
Ali Web Design

Valid until : 05-02-2026





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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!

4+

Years of Experience

180+

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 — WordPress Website Development

Project overview

Create a clean, responsive WordPress website (2–3 simple pages) with a Deals section that displays offers and generates enquiries (no e-commerce or add-to-cart).

Deliverables

- Setup & configuration
 - Install/configure WordPress on client hosting (or provide setup if client supplies access).
 - Install a lightweight responsive theme and necessary plugins.
- Pages (2–3)
 - Home (hero, summary, CTA).
 - About / Company (company info, contact link).
 - Optional: Deals or Contact page (total pages = 2–3).
 - Populate pages with client-provided text and up to 3 images per page.
- Deals listing & enquiry feature
 - Create a Deals listing (custom post type or category) with fields: title, description, price, image, expiry.
 - Front-end display of active deals; no purchase/cart functionality.
 - Enquiry generation: each deal includes an enquiry form (or “Enquire” button) that sends deal details and user message to client email and stores submissions in WP admin.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

- Basic content & SEO setup
 - Set page titles, meta descriptions, and URL slugs.
 - Basic performance optimizations (caching plugin, image optimization).
- Security & handover
 - Install basic security and backups plugin.
 - Provide admin credentials and a short handover guide (how to add deals and view enquiries).
- Testing & launch
 - Cross-device testing (desktop, tablet, mobile) and basic QA.
 - Assist with DNS/go-live steps.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Timeline

- Estimated completion: 6–10 business days from project start and receipt of content/credentials.

Assumptions & exclusions

- Client provides final text, logo, images, and email for enquiry routing.
- Hosting/domain costs covered by client.
- No e-commerce, payment processing, subscriptions, or custom plugin development included.
- Up to 2 rounds of minor revisions included; additional changes billed hourly.

Pricing & payment

- Fixed price. Suggested terms: 40% deposit/advance, 60% on delivery (Before LIVE).



→ 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.

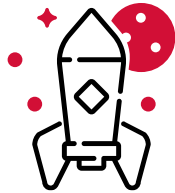
03

Testing & Launching

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



YOUR PACKAGE AND FEATURES



Informative Website

₹3,000/-

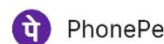
- ✓ 3 pages Website
- ✓ Admin Access
- ✓ Lifetime 24/7 Free Hosting Support
- ✓ SSL Certificate Installation (As per Hosting)
- ✓ Call Button Integration
- ✓ Enquiry Form
- ✓ Google Search Console Setup
- ✓ 100% Responsive Website
- ✓ Social Media Integration
- ✓ WhatsApp Button Integration
- ✓ SEO Friendly Website
- ✓ Property Listing Feature

NOTE :

1. Before Starting the work I need 40% payment of the Total Amount. (i.e., ₹1,200)
2. After completing the Website, you need to pay 60% then we will make the website LIVE in Internet. (i.e., ₹1,800)
3. Hosting and Domain will be shared from Client Side
4. Domain will be billed separately and if hosting is taken from us, Annually charges will be ₹4,000/- per year. This will be applicable from next year.

BANK DETAILS

Bank Name : RBL Bank
Branch : J L Nehru Road, Kolkata
Account No : 309005686593
IFSC Code : RATN0000167



ACCEPTED HERE

Scan & Pay Using PhonePe App

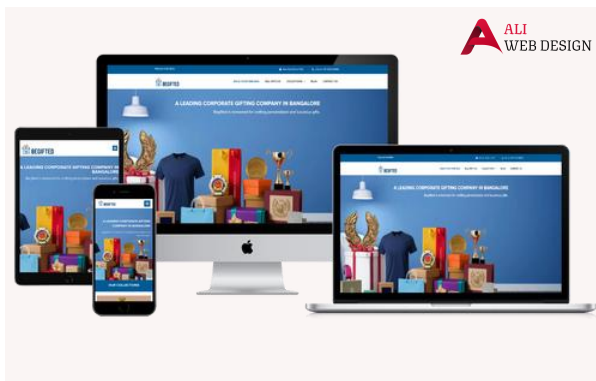


Md Intezam Ali



→ PORTFOLIO

OUR WORK SPEAKS FOR ITSELF



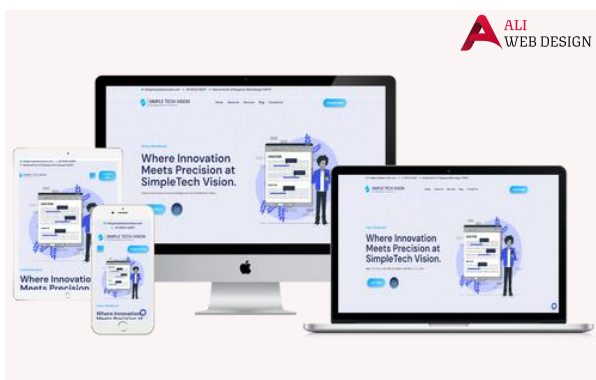
BeGifted

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 ❤️🌟

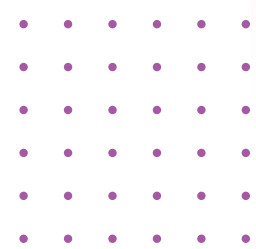


Rawat Aaryan
Co Founder – Oorjaswa



→ 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!



 **Website**
www.aiiwebdesign.com

 **Phone**
+91 7063724137

 **E-mail**
info@aliwebdesign.com

 **Address**
E/23, West Chowbaga, Gulshan Colony, Kolkata 700100