

NEW MEDIA PROPOSAL DOCUMENT

Head Office: 5 Oxford Park Avenue, New Kingston, Jamaica

Telephone: +1 (876) 655-0768 / 655-2474

www.interlinccommunications.com info@interlinccommunications.com



Technical Proposal:

Creative & Professional Website Design and Development

Prepared By:



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Background & Introduction

If your business is serious about taking advantage of the clear benefits that the Internet has to offer, then the decision to establish and manage your website, is a decision that must be made after careful deliberation.

A website, like any other sales & marketing tool, needs to be properly designed and professionally executed if it's going to have the desired results. It's not just about choosing the company with the lowest quote or going with someone who demonstrates technical knowledge. Rather selecting the right company for your New Media project requires a combination of many factors. Questions that need to be asked in choosing your Agency are:

- Is The Company Well Established In The Industry?
- What Is Their Level Of Technical Knowledge & Experience?
- Do They Have Strong Media & Communications Skills?
- Does The Company Have In-House Graphic & Programming Employees?
- How Good Is After-Sales & Technical Support?
- Can They Help You Integrate Your Website With Other Sales, Marketing & Promotional Materials?

After answering these questions, you'll quickly realize that not many companies have the combination of all these skill-sets. Fortunately Interline Communications does. We are an integrated traditional and new media agency, providing cutting-edge, customized and competent Solutions that include Web Design, Development, Hosting & Management and Online Marketing.

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Highlights of Our Proposal

In executing our proposal for this project, we will undertake the following key activities:

- We will undertake the professional design and development of the corporate website to promote the products and services offered, as well as satisfy the corporate communications requirements of the client. The site will feature core content areas including, Organizational Information & Background, News & Upcoming Events, Contact Information.
- The site will be developed using a Database-Driven Content Management System (CMS). Using our CMS your staff will be able to login securely using a web-based interface and update and modify the content on the site without any in-depth knowledge of programming or web-design.

This is key to enabling the your support staff to be able to add / edit / remove articles on the site quickly and efficiently and in many cases, without having to contact the agency to do updates, means you'll save time and money. Furthermore, our CMS, is fully customizable and expandable, the site can grow to as many pages, sections, content areas as is needed.

- The site will also boast interactive features including online news letters, chat-rooms, discussion boards and photo galleries to help showcase your events and activities. Because we use a modular and open-source Content Management System (CMS), additional features and plug-ins can be added and incorporated into the website on-the-fly in most cases, including features for e-commerce.

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- Use of Flash and similar visual enhancements will be used throughout the website so as to enhance its visual appeal. All layouts, designs and graphical elements for the site will be custom produced. We do not use templates and the result is a more appealing, consistent and unique design for each of our customers.
- We will provide website hosting and domain registration services. Our primary servers are high-performance Windows 2008 machines that are based in the United States, with a backup server operating in-house at our Head Office in Kingston.
- Each website comes with its own dedicated control panel. Using our Plesk Web-Based Control Panel, our clients are able to control virtually every aspect of their hosting account. From activating e-mail accounts, managing uploads and FTP access, installing and managing application, etc. the Plesk Control Panel combined with our MyInterlineNetwork Portal, give our clients complete self-care access to all our services and solutions.
- As with projects of this nature, a critical consideration is how to handle in-house / on-site skills and capacity building. We envisage the need for a dedicated in-house Site Administrator and to this end will facilitate on-going training and development for this purpose. This will begin with a 1-hour general training work-shop, for up to 2 individuals teaching the rudimentary skills in operating the CMS.
- Based on experience, and the scope of work involved, we anticipate that this project can be completed within 4-6 weeks. This includes the layout and design process, content and data migration and the training session for your team.

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Conclusion

Interline Communications is currently one of the leading new media agencies in Jamaica, with a track-record of proven performance and quality long-term service and support. We boast a large and extensive clientele that includes the *NROCC / Highway 2000*, *Miss Jamaica World*, *FINSAC*, *ICT4D Jamaica*, *Bijoux Jewellers*, *Gladfiseeyu*, *House of Diamonds*, *Spur Tree Spices*, *Portia Simpson Miller Foundation*, *Grays Pepper*, and numerous other projects spanning virtually all scales and sectors.

We have developed solid relationships with our clients, and experience a very low level of client turn-over – in fact most of our original clients from 1994 are still with us today.

Equally important in working on projects such as these, is budgetary constraints. In the majority of cases, our projects are completed on-time and on or under-budget.

The collective experience of organizations dealing with New Media Agencies is the endless promising of the world, then either failed delivery, or deliverables that are over-budget. Our ability to keep costs under control, while delivering products of world-class standard, is well known.

The most recent example was with our involvement with the ICT4D Jamaica project, which was jointly funded by the HEART Trust / NTA and IICD from the Netherlands.

For this project, from a budgeted amount of almost US\$6,000, our workflow processes resulted in a savings of almost US\$2,000 allowing them to engage our services for other equally important communications and media outputs.

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While the final amounts of savings will naturally vary from client to client, this speaks volumes to our capacity as an Agency to deliver. Against this background, we eagerly look forward to working with you in developing and managing this very important website.

Recent Projects

- Miss Jamaica World – www.missjamaicaworld.com
- Da’Vida Anguilla – www.davidaanguilla.com
- Heineken Startime – www.startime.com.jm
- MWM Global Holdings (BVI) – www.mwmglobalholdings.com
- ICT4D Jamaica – www.ict4djamaica.org
- Highway 2000 – www.h2kjamaica.com
- Lanx Lancis – www.lanxlancis.com
- CASE – www.case.edu.jm
- Chrisanns Beach Resort – www.chrisanns.com
- Real Power Diesel – www.realpowerdiesel.com
- Grays Pepper – www.grayspepper.com
- Spur Tree Spices – www.spurtreejamaica.com
- Reggae Pickney – www.reggaepickney.com
- Sea Palms Jamaica – www.seapalms-jamaica.com
- NAPDEC – www.napdec.org.jm
- Gladfiseeyu Duty Free – www.gladfiseeyu.com
- Portia Simpson Miller Foundation – www.psmfoundation.org.jm

Our client spans virtually every size and sector, and with an active client-base of over 400 companies across Jamaica, the Caribbean and North America, we are the leading New Media Agency in Jamaica. We currently manage more websites than any other company in the country and have developed an extremely strong relationship with the Entertainment, Government, NGO & International Project Funding Agencies.

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Materials Checklist

The following list represents the basic elements and requirements needed for undertaking this project. Because of the nature of this project, Consultant will over the course of executing the contract request additional materials and the Customer is invited to submit items/materials which they feel may be necessary or appropriate for the inclusion on the website:

- Organizational Logo (either electronically or on printed materials such as letterhead, envelope, print advertisement, etc.) If submitted electronically, we require a vector-based image (such as AI, CDR, EPS, PDF). If those formats are not available, we may be able to work with a high-resolution Bitmap Image.
- Organizational Profile / Project Background
- Profiles / Bios of Management, Board and Staff. Photos should also be included
- Current News and Press Releases
- Organizational Publications (such as newsletters, annual reports, etc.) where applicable.
- Support Resources & Documents
- Organizational Contact Information including relevant departmental heads along with their phone, fax, e-mail addresses.
- Forms and Applications

Materials may be collected and delivered all at once, but we prefer to receive an ongoing flow of materials. This allows us to start work immediately rather than waiting for one complete collection and helps us to better manage our work-flow.

All items delivered to Interline Communications will be stored in the Customer's Job Docket and returned to the Customer upon completion of the project.

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Estimate & Authorization

Website Design & Development Project

Item / Activity	Cost (JMD)
To design & develop corporate website, inclusive of programming, design & development, content migration and setup of Content Management System.	\$62,995.00
Annual Hosting & Domain	\$9,995.00
Complimentary Training Session for up to 2 members of staff.	\$0
Sub-Total:	\$72,990.00
GCT:	\$11,698.40
GRAND TOTAL:	\$84,668.40

Terms & Conditions:

1. 50% deposit due on signing. Balance on completion.
2. Estimated completion 4-6 weeks.
3. Training session to be scheduled upon completion.
4. Cheques payable to: INTERLINCC COMMUNICATIONS
5. Payment can also be made via PayPal, Cash or all major credit and debit cards.

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Next Steps – Getting Started

We've made getting started as easy and efficient as possible. We have included with this submission our official Estimate for proceeding with this project. We require the standard 50% deposit with the balance payable on completion. To get us started simply sign and return a copy of the estimate (indicating acceptance) along with the deposit.

Additionally, for websites that we do not currently host, you'll need to send us the login credentials for your current web host, along with access to the domain control panel. Our team will advise you if there are any additional requirements.

You can also use this opportunity to send us updated content that you'd like to be used on the new website. All materials should be sent electronically to support@interlinccommunications.net or by bearer / courier to our offices at 5 Oxford Park Avenue, New Kingston, Jamaica.