

Building a Strong Digital Presence for Your Business

Prepared for: Cliff Lake Hotel

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1. Executive Summary

Dear Sir/Madam,

Thank you for considering our web development services.

In today's digital-first business environment, your website is often the **first impression customers have of your company or hotel**. A professional, fast, mobile-friendly website can strengthen your brand, build customer trust, showcase your services, and generate valuable inquiries.

We propose to design and develop a **modern, professional, responsive, and business-focused website** tailored to your organization's requirements.

Our objective is not simply to create a website, but to build a digital platform that represents your brand professionally and helps you connect with more customers.

2. What We Will Deliver

Professional Website Design

Your website will be designed with a clean, modern, and professional appearance that reflects your brand and industry.

Mobile Responsive

The website will be optimized for:

- Mobile phones
- Tablets
- Laptops
- Desktop computers

Customers will be able to access your website comfortably from any device.

Essential Website Sections

Depending on your business requirements, the website may include:

- **Home**
- **About Us**
- **Services**
- **Products / Facilities**
- **Rooms & Accommodation** — for hotels
- **Photo Gallery**
- **Contact Us**
- **Location / Google Maps**
- **Customer Inquiry Form**
- **Social Media Integration**
- **Testimonials / Reviews**
- **Frequently Asked Questions**

The final pages and structure will be customized according to your business.

3. Features Included

Your website package includes:

- Professional website design
- Responsive/mobile-friendly development
- Business or hotel information pages
- Image/photo gallery
- Contact and inquiry form
- Google Maps integration
- Social media links
- Basic SEO-friendly structure
- SSL/security setup
- Website speed optimization
- Basic website testing

- Deployment to your hosting server
- Initial content and image placement
- Basic post-launch support

For Hotels

The website can additionally showcase:

- Room types
- Room rates
- Hotel facilities
- Restaurant and dining information
- Hotel gallery
- Location and nearby attractions
- Booking/inquiry form
- Check-in/check-out information

Note: A full automated booking engine, online payment system, or third-party booking integration can be provided as an additional service if required.

4. Investment

Professional Website Package

Service	Investment
Website Design & Development	NPR 15,000
Web Hosting – 1 Year	NPR 5,000
Total Package	NPR 20,000

Domain Registration

Domain	Cost
.com.np	FREE
.com	Additional fee
.net	Additional fee

.com and .net domain registration fees are charged separately based on the current domain registration cost.

The **.com.np domain is provided free of charge**, subject to eligibility, availability, and applicable registration requirements.

5. What Your Investment Gives You

For **NPR 20,000**, you receive:

- ✓ **Professional Website Design**
- ✓ **Website Development**
- ✓ **Mobile Responsive Website**
- ✓ **1 Year Web Hosting**
- ✓ **Free .com.np Domain**
- ✓ **Contact & Inquiry Form**
- ✓ **Google Maps Integration**
- ✓ **Social Media Integration**
- ✓ **Basic SEO Setup**
- ✓ **SSL/Security Setup**
- ✓ **Website Deployment**
- ✓ **Basic Post-Launch Support**

This provides your business with a professional online presence without the cost and complexity of building and maintaining a website from scratch.

6. Business Benefits

A professional website can help your organization:

Build Credibility

Give potential customers confidence by presenting your business professionally online.

Increase Customer Reach

Allow customers to discover your company or hotel at any time, from anywhere.

Generate Direct Inquiries

Make it easier for potential customers to contact you directly.

Showcase Your Services

Present your services, facilities, products, rooms, photos, and other important information in one place.

Strengthen Your Brand

Create a consistent and professional digital identity for your organization.

Support Long-Term Growth

Your website becomes a central platform for future digital marketing, advertising, social media, and customer engagement.

7. Development Process

We follow a straightforward development process:

Step 1 — Requirement Discussion

We discuss your business, target customers, website requirements, and preferred design.

Step 2 — Content Collection

You provide your logo, photos, business information, services, contact details, and other relevant content.

Step 3 — Design & Development

We create and develop the website according to the agreed structure and design direction.

Step 4 — Review & Revisions

You review the website and provide feedback. Minor adjustments are made to ensure the final website meets your expectations.

Step 5 — Testing

The website is tested across common devices and browsers.

Step 6 — Launch

The completed website is published on your domain and hosting server.

8. Estimated Timeline

The standard website project can generally be completed within:

7–14 Working Days

The timeline may vary depending on:

- Availability of content and images
- Client feedback
- Number of pages
- Additional functionality
- Third-party integrations

Timely delivery of required materials and feedback will help ensure the project stays on schedule.

9. Client Requirements

To begin the project, we will require:

- Company/hotel logo
- Company/hotel name and description
- Services or facilities information
- Room information, if applicable
- Photos and videos, if required
- Contact information
- Address and Google Maps location
- Social media links
- Preferred domain name
- Any specific design preferences

We can assist in organizing the supplied information into a professional website structure.

10. Additional Services

The standard package is designed to cover the essential requirements of a professional business website.

The following services can be provided separately if required:

- .com / .net domain registration
- Professional content writing
- Professional photography
- Logo/branding design
- Online hotel booking system
- Online payment integration
- WhatsApp integration
- Advanced SEO
- Google Business Profile optimization
- Website maintenance
- Additional pages or functionality
- Custom web applications

Additional services will be quoted separately based on requirements.

11. Payment Terms

To begin the project:

50% Advance — Project commencement

50% Balance — Upon completion and before final website launch

Domain and third-party service charges, where applicable, may be payable separately.

12. Revisions & Scope

The project includes reasonable minor revisions during the development process.

Requests for major changes, additional pages, new functionality, or features outside the agreed project scope may require an additional quotation.

This ensures the project remains transparent and within the agreed budget.

13. Hosting & Renewal

The initial hosting package includes **1 year of web hosting for NPR 5,000.**

After the first year, hosting can be renewed at the applicable annual renewal rate.

Domain renewal fees, where applicable, are separate from hosting charges.

14. Why Choose Us?

We believe a website should be more than an attractive collection of pages.

It should be a **professional business tool** that helps customers understand who you are, what you offer, and how they can contact you.

Our approach focuses on:

Professional Design + User Experience + Mobile Responsiveness + Business Goals

We aim to provide a practical and affordable website solution suitable for companies, hotels, restaurants, institutions, and growing businesses.

15. Conclusion

Your customers are already searching online. A professional website ensures that when they find your business, they see a **credible, modern, and trustworthy representation of your brand**.

With our **NPR 20,000 Professional Website Package**, you receive website design and development, one year of hosting, and a free **.com.np domain**, providing a cost-effective foundation for your organization's online presence.

We would be pleased to discuss your requirements and create a website that represents your business professionally and supports your future growth.

Let's Build Your Digital Presence.

Prepared by:

Anu Chaudhary

Digital Technosoft Pvt. Ltd.

9766196555/9810200907

email: info@digitaltechnosofterp.com

website: digitaltechnosofterp.com

Thank you for the opportunity to work with you.