Corporate Internet Presence:
Name_of_Company

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1 PREAMBLE ↑≡

This proposal has been prepared by the management of Internet Technologies Ltd for executives of **Name_Of_Company**. The contents of this document are confidential and intended solely for the information of designated personnel within **Name_Of_Company** only. Management of **Name_Of_Company** has our confidence that unauthorised reproduction, dissemination, or disclosure of this document will not occur. Authorisation may be agreed with Internet Technologies Ltd management.

1.1 Executive Summary

Internet Technologies Limited (nettech[TM]) is a technology firm that specialises in Internet and Database applications. The company was founded in 1999 with the intention of sharing information, fostering technological advancement and using this as a base for promoting development and business in the virgin markets of Nigeria and the West African region.

The directors have always had – in addition to a business imperative – a very strong desire to contribute in some meaningful and lasting way to development and regeneration in a new Nigeria. That said though, the conviction here is that the Nigerian economy, with a little help, has the potential for phenomenal growth and metamorphosis in the very near future, and should benefit all businesses that have the foresight to invest early.

A major new front for businesses seeking pre-eminence among their peers is the Internet – one of the two areas of specialisation of Internet Technologies Ltd. Modern businesses with thriving offline services need to extend their reach, availability, and customer base by embracing this new medium. A corporate Internet presence is fast becoming a sine qua non for all businesses aspiring to compete internationally. To this end, the management of Internet Technologies Ltd has developed a number of packages that are designed to provide turnkey solutions for SMEs with ambitions for global business. Welcome to the compact business Internet site, the Corporate website, and the enterprise Portal.

This document describes a proposal to the management of **Name_Of_Company** for the development of a corporate website that matches, and appropriately represents the aspirations of the firm to the global Internet audience. The proposal details a package of services and Software; very competitively priced at $750:00 (not inclusive of private Internet access), for realising the goals of the management of the firm.

1.2 Background

This proposal is based, and proceeds from the corporate outlook of Internet Technologies Ltd, our commitment to fostering technological development in Nigeria, and the recognition of the potential of the Internet to boost the profile and competitiveness of businesses. The proposal is sent incognito, with the aim of generating interest, and to inform management of an opportunity for a cost effective, rapid, turnkey solution to gaining an Internet front office, a useful forerunner to eBusiness.

1.3 Introduction

This proposal is advanced to address the needs of the management of **Name_Of_Company** for an Internet presence that reflects and represents the firm to the international Internet audience.

1.4 Objectives

The objective of this document is to set out the details of the solution being proposed by Internet Technologies Ltd. This covers such as the software and services to be deployed in realising the solution, and a listing, nature, and timing of project deliverables. It is apt, at this juncture that this initial proposal does not mention, nor cover, Internet access required by **Name_Of_Company** to go online, but could be revised to facilitate this.

1.5 Approach

This document opens a line of communication with the management of **Name_Of_Company**. On acceptance of the recommendations of this document, Internet Technologies Ltd staff will arrange a meeting to review and finalise the document. At the end of this process, a project sign-off document will be prepared by Internet Technologies Ltd management, and presented to **Name_Of_Company**, making reference to this and other additional authoritative documents. Signature of the sign-off document by management of **Name_Of_Company** will signify the official commencement of the project.

At all times, the specification of the solution, as agreed with management of **Name_Of_Company** may be revised/changed by agreement between both companies.

However, it is pertinent to point out that such changes may affect the scheduling and costing of the project as a whole. Any such changes should be communicated to the management of Internet Technologies Ltd by any media that is well given to auditing, to wit, email or letter.

Our expectation is that the project should be completed and escalated to the management of **Name_Of_Company** for Customer Acceptance Testing (CAT), project sign-in, and by implication, satisfactory completion. Initial estimates for project completion is four weeks. This may be impacted should the project specification be revised at any time.

Between sign-off and sign-in, there will be some intermediary stages to the progression of the project. Immediately after sign-off, staff of Internet Technologies Ltd will contact designated staff within **Name_Of_Company** to gain access to the content that will go into the web pages, and to review site and page designs.

On completion of the review of designs, text received from **Name_Of_Company** staff will be set into the agreed pages, necessary programs will be built in to the system, and internal testing procedures will begin. At the end of our internal testing, review, and inspection procedures, the finished system will be made available to management and staff of **Name_Of_Company** for CAT. If/when there are any issues that require rework, and are within the specification for the solution, the system shall be sent back for rework at the offices of Internet Technologies Ltd, and later re-presented for CAT.

2 SYSTEM SUMMARY ↑≡

2.1 Overview

The proposed system consists of three groups of services; Infrastructure, Software, and Support. The list below details the items and the groupings.

Infrastructure

Domain Name Registration	**-** annual subscription
Web Site Hosting	**-** annual subscription
Email Service Hosting	**-** annual subscription (20 Email accounts)

Software

Static Web Pages (up to 25 pages)

Feedback Forms (up to 5 forms)

Search Engine

Page Counters

Support

Registration with International Search Engines

12 month service support pack

System Documentation – this will be delivered on CD-ROM and two hard copies

Infrastructure describes prerequisite structures needed on the Internet: costs are recurring and are passed on from the Service Providers that the Internet site and ancillary services reside with. Software refers to the design of pages, organisation and presentation of information, as well as the engineering of programs needed to provide custom functionality to the site. Support covers those items, which are essential for adding value to the delivered system. An important supporting item is documentation, which will be delivered in two formats: on CD-ROM and two printed copies.

2.2 Information Sourcing and Structuring

The primary source of information will be the management and staff of **Name_Of_Company** as indicated in the earlier section on project approach. A draft structure has been proffered, set out below, it describes a default configuration that is open to review and revision. In this draft version, fourteen (14) pages will be created; two of which will interface to programs (feedback/search). The primary navigation links

will appear on the top of the web pages, and will be consistent throughout the whole site. On the left hand of each page will be a fixed list of links, referred to as the secondary navigation links, like the primary navigation, the list will be consistently replicated throughout the site.

Primary Navigation Links

Services
Contact Us
About Us
Home Page
Site Map
Search
Feedback

Secondary Navigation Links

Personnel
Employment
Customers
Partners
Useful Links
Publications

Footers

Company Address and Phone
Copyright Notice
Statement of Privacy
Terms of Use

2.3 Functional Areas

The majority of the pages on the site will contain static information. The exceptions will be the form that links to the **Search Engine**, an optional, dedicated search page, and the **Feedback Form**(s).

Search Engine

There will be only one Search Engine serving the site. There is no finalisation of the location(s) for the link points to the Search Engine as these are aesthetic considerations, which are best left to the page designers.

What is agreed though is that there will be at least one such link to the online search engine. The Search Engine will provide two services:

Build an online index of the web site

Provide, online, real-time searching of the index files

The online index is a summary of all the information available on the website, built into a number of files for easy retrieval by online searches. Online searches are requests for matching documents based on a number of keywords, and any one of a number of logical operators (AND, OR, EXACT MATCH), and a result set linking to matched documents.

Feedback Form(s)

Feedback forms provide a mechanism for clients and site visitors to communicate requests, comments, complaints, and suggestions to staff on the ground. The advantage of the feedback form over the HTML mailto tag is that the latter relies on the visitor having a mail client such as Microsoft Outlook configured on their machine. The former has no such dependency. This proposal provides for as many as five Feedback Forms, however, the location of the Forms has not been finalised, except that there will be one directly accessible from the primary navigation toolbar on the top of each page.

2.4 Software Engineering

The system will be developed in the Ilorin and Lagos offices of Internet Technologies Ltd in conformance with our standards and guidelines for evolving quality software systems. At all times throughout the software engineering process, feedback will be provided to the staff and management of **Name_Of_Company**, and where necessary, consultation will be sought where appropriate. While many of our processes and practices may appear opaque and incomprehensible to the un-initiated, every effort will be made to involve staff and management of **Name_Of_Company** and to increase their accessibility to project details.

2.5 System Support

It is the intention of the management of nettech to provide resilient and stable systems to clients. However, it is a known fact that modern systems are characterised by change. To this end, comprehensive documentation is provided to cover all aspects of the delivered system. In addition to this, Internet Technologies Ltd will provide online and/or telephone support to the staff of **Name_Of_Company** should the desire arise to take ownership of the evolution of the system. In case of errors/faults in the operation of the site, bringing it outside the parameters of the specification, all effort will be expended to ensure that a solution is put in place at the earliest possible time.

3 APPENDIX A ↑≡

3.1 Synopsis on Documentation

Documentation will be provided to give full information about the delivered system. The aim of the documentation is two-fold, to inform, and to guide. Information provided in the documentation is firstly designed to share full knowledge of the system with our clients, in this project, staff and management of **Name_Of_Company**. The secondary aim of the documentation is to guide the client, should there be a desire to take full ownership of parts, or the whole of the system, and to take further the evolution of the solution. The next section outlines the skeleton of the documentation.

3.2 Documentation Structure

Site Design

Functional Decomposition

Functional Areas

    Programs & Descriptions (Search, Feedback, etc.)

    Editing/Changing the delivered programs

Web Services

    Web Client

        Browsing your website

        Domain Name

        Web Browsers

        IP Address

    Web Host

        Username and Password (for managing domain name on ISP's servers in the US)

        Logging on to your account

        Altering your Web Hosting Services

    FTP Client

        FTP client software - examples

        Username and Password

        Configuring your FTP Client

        Logging on to your account

        Uploading Files

3.3 Registration with Internet Search Engines

A service will be purchased on behalf of **Name_Of_Company** to register the website with five of the leading Internet Search Engines. The service will be negotiated with third parties, but with the intention of increasing the visibility of the website of **Name_Of_Company**. The choice of which Search Engines and what keywords to use to describe the firm are yet to be discussed with management of Adeniji Kazeem and Co. The output from such decisions will provide the detail for implementation of the registrations.

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