



## **BUSINESS PROPOSAL**

Date: 10/08/2016

**Prepared for**

**Arc Builders**

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A large, faded version of the Fujishka Technologies Pvt. Ltd. logo is centered on the page. It includes the stylized 'F' icon, the word 'FUJISHKA' with a registered trademark symbol (®), and the words 'TECHNOLOGIES PVT. LTD' below it. The entire logo is rendered in a light gray color.

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## Contents

Corporate Information.....	2
Our Expertise .....	5
Project Description.....	6
Project Methodology/ process .....	9
Roles & Responsibilities .....	10
Project management.....	11
Financial Estimates .....	12
Conclusion .....	13

The logo features a large, stylized 'F' shape composed of two overlapping curved bands. The upper band is light red and the lower band is light grey. Below the graphic, the word 'FUJISHKA' is written in a bold, grey, sans-serif font, with a registered trademark symbol (®) to its upper right. Underneath 'FUJISHKA', the words 'TECHNOLOGIES PVT. LTD' are written in a smaller, grey, sans-serif font.

**FUJISHKA**<sup>®</sup>  
TECHNOLOGIES PVT. LTD

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## CORPORATE INFORMATION

During the past 7 years, we have developed and integrated our Fujishka Inventory System for well-established Organizations, Domestic and International, Our portfolio of Website design and development built over the past years includes small start-ups to well-known brands, spanning around Asia and the Middle East. We are based in South Indian city of Calicut and have been established since 2009.

We do things that we love to do. This helps us to Excell in our works of Web design, Inventory system, App development, Digital Social Media marketing and Branding

## Services

### 1. Web Development

Fujishka Technologies provide the following services for Web Development – Web Designing, Web Application Development, Ecommerce Development and content Management System for different clients.

### 2. Corporate Identity

Fujishka Technologies structures a decent corporate identity which will be professional, consistent, and be of moral business standard. Fujishka manifests corporate identities through which image of your organizations' culture, atmosphere, nature, and its products and services will be advertised that will create trust with customers, employees, suppliers, partners and investors. Few corporate identities Fujishka offers are – Logo Design, Business Cards and Business Utilities

### 3. Business & Advertising

Fujishka advertising will support you to raise your target demographics' and invite your target audience to evaluate how your product or service measures up against your competitors. Fujishka advertising plan will keep your company an active part of the community buzz. Few of our advertising services are – Animated Videos, Brochure

#### 4. Sales and Support

Fujishka believes that Sales & Support functions are among the powerful tools that helps employees do their job effectively and frees them from routine administration tasks. Fujishka provides office based personnel and field staff with up-to –the minute information in varying degrees of detail and assure an on- time delivery of projects and demands. These are made possible by the following methods – Tele Sales, Tele Lead generation, Customer Support, Technical Support and Tailor Made Implementations (Lets Do Things Your Way)

#### 5. Internet Marketing/Online Marketing

Fujishka creates a way for you to appreciate your customers demand from the diverse viewers by developing you a solid base of online marketing with the decree to think critically, act freely, and be persistently creative. We help you to build a strong marketing strategy surrounding your customers, prospects and employees. This is done with the help of the following services – Search Engine Optimization, Social Media Marketing, Content Writing and PPC Management

#### 6. Mobile Aps

We are providing custom android and ios development services. In the world 60 percent transactions through the smart phones. Hence, the smart phone helps the business process simple and easy to use. And the most important thing is a proprietor can access and control the transaction from anywhere through a mobile application.

#### 7. Software Development

Fujishka offers our clients a wide range of custom software choices suitable for their business organization. Our specialized software development team will convert your requirements in to a fine product. We develop and furnish customized software's as per your needs, features and requirements of individuals, companies or instance, development of cost effective software's for invoicing, accounting, trading etc.

## E-Commerce Management

We are living in a world which really loves to buy online. Numbers of online stores are also increasing rapidly. By the mark of 2015, it is believed that there will be an at least increase of 100% in the Internet Based Commercial Services. The advantages of this business are, it is candid, simple and highly innovative for people who are looking for a variety in the products. This same advantage makes the business highly competitive and even tough for small and medium business to stand, without proper technology, consult and support.

We provide a complete management for all your E-commerce requirements.

- Shopping cart site:- Supreme quality of website is very essential to stand out in stiff competition and hunger for the best. We provide creatively outstanding, responsive and high technology based solutions for your websites. We really understand that what you need is a store, not a page.
- Payment Gateways  
You'll need a secure way to accept and process online credit and debit card payments. Our proprietary solution, Payments not only offers benefits to merchants but we also allow you to use other credit card processing solutions like PayPal, ebs, ccavenue,.
- Marketing  
Our SEO professionals can help you significantly grow your organic presence in Google, Bing and other search engines. We'll establish your on-page optimization strategy, write content and provide detailed reports on the status of your rankings. Increase the visibility of your products by getting featured in Google Shopping results and other prominent comparison shopping engines and marketplaces. We'll manage your product feeds, submit them and optimize them to be viewed on sites like Amazon.com and Shopping.com to name a few.

## OUR EXPERTISE

Fujishka is a unique blend of business-savvy, innovative team members. We have the capability to develop web based applications and websites. Our solutions help meet your business objectives: whether it is increased interactive website for a firm, or a complete web portal for your customized requirements, **Fujishka Technologies Pvt.Ltd.** has the resources to help you. We have a solid understanding and expertise in providing vivid requirement solutions over internet. Fujishka has the capability to work with various technologies and platforms including ASP, ASP.NET, PHP, Mobile App and Java/J2EE. We provide our clients with high-level project managers who ensure that your project is done on time in accordance to the budget. Our project

management database and timely status reports keeps you informed of your project's process. Our quality assurance strategy ensures that the outcome of the project is fully in line with the project requirement and error-free.

## PROJECT DESCRIPTION

### Introduction

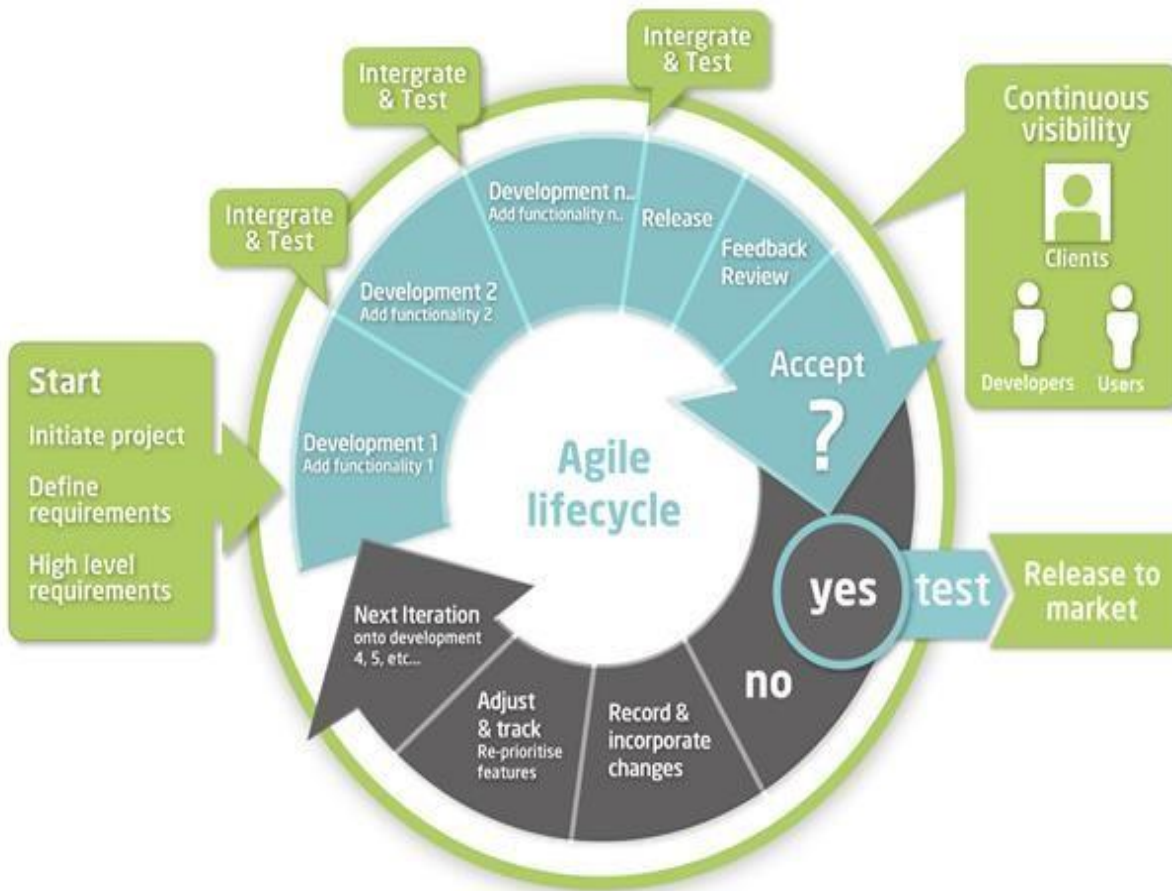
We would like to thank you for your interest in having business with us. We take pride in providing you with the maximum standard of service in the software development industry. The company is dedicated to development in mobile technologies; custom software's and web solutions development with intent to provide comprehensive solutions for its clients. After going through your requirements, we have made estimation for your proposed project. The proposed project time duration features and financial estimated is stated in detail below.

### Project Features

Requirements are mentioned below.

1. Home Page With Sliding Banner
2. Fully Responsive Design (Compactable with all Mobile version, tablets etc.,).
3. All Modules are CMS (Content Management system).
4. Social Media Integration. (Facebook, Twitter, Pinterest, Youtube).
5. Vision and Mission
6. About us.
  - a. About us Content
7. Projects (Projects images, title and Description)
  - a. Completed Projects.
  - b. Ongoing Projects.
  - c. Upcoming Projects.
8. Contact us
  - a. Contact us Details with Contact form (Enquiry details will come to email inbox).

PROJECT METHODOLOGY/ PROCESS



**Progress report schedule and status reviews with Client**

1. Fujishka Technologies Private limited will attend meetings with key project team members and the project manager at Arc builders to initiate and discuss progress of the project.
2. Based on our observations at the meeting and work done, we will compile a list of informational needs. We will provide this list to Arc builder's representative for follow - up.
3. We will work with Arc builders representative to update this review as needed based on previous comments



**Initial Planning stage-**We lay the foundations for the project and create an outline of what the completed project will do. This will involve the following:

- The goals of the project
- How maintenance will be handled
- Post build issues that might come up
- How additions during the build phase will be included in the portal.
- What functionality is required
- Copies and images needed and which party to provide it

**Coding** - the requirements are coded with the functionality specification as a reference to suit the standards as defined by both parties.

### **Unit Testing and Integration Testing**

- Add the functionality required.
- Ensuring that all codes are correct
- Run Usability tests- Make sure that the software is easy to use and get around and delivers on its promises

### **User Acceptance Test**

This is the trial testing phase where client is first trained on the project Fujishka Technologies Private limited and client then tests the delivered project from their requirement perspective. Any bugs/issues encountered or any deviation from client's requirement is fixed free of cost at Fujishka Technologies Private Limited's expenses.

Fujishka Technologies Private limited believes the Acceptance test is completed once client goes live on the project. This can be one month, two months or more Fujishka Technologies Private limited supports client free of cost until then.

### **ROLES & RESPONSIBILITIES**

#### **Fujishka Technologies Pvt. Ltd.:**

- Fujishka Technologies Pvt. Ltd. will be responsible for ensuring that the resources assigned for consultation, functionality check and Go-Live interventions are competent enough.
- Fujishka Technologies Pvt. Ltd. will work with an SLA, to ensure that turnaround times and capacity plans are aligned.
- Fujishka Technologies Pvt. Ltd. will deliver the process manuals, flows and control structure documents based on the data/information that is made available to us.

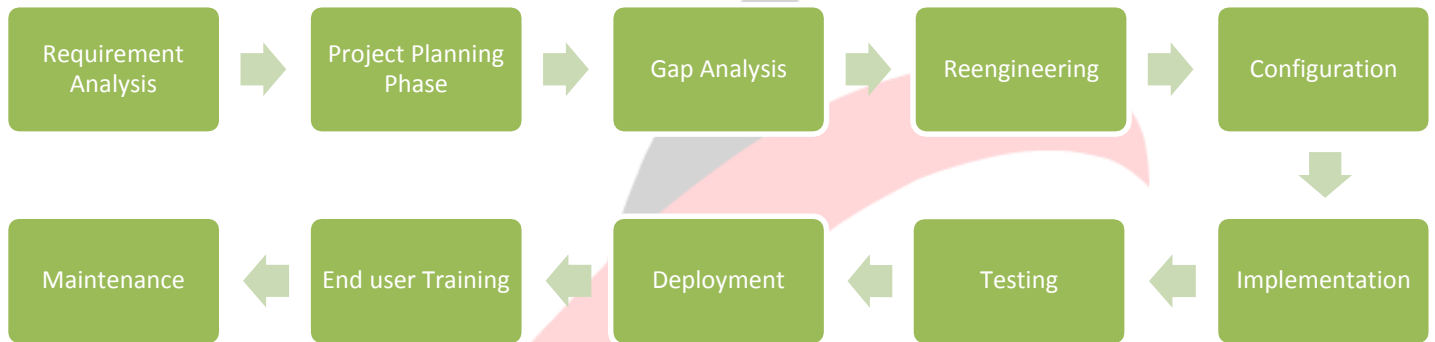
#### **Arc Builders :**

- Arc builders will need to provide all data, information and communications deemed necessary for the purpose of this assignment.



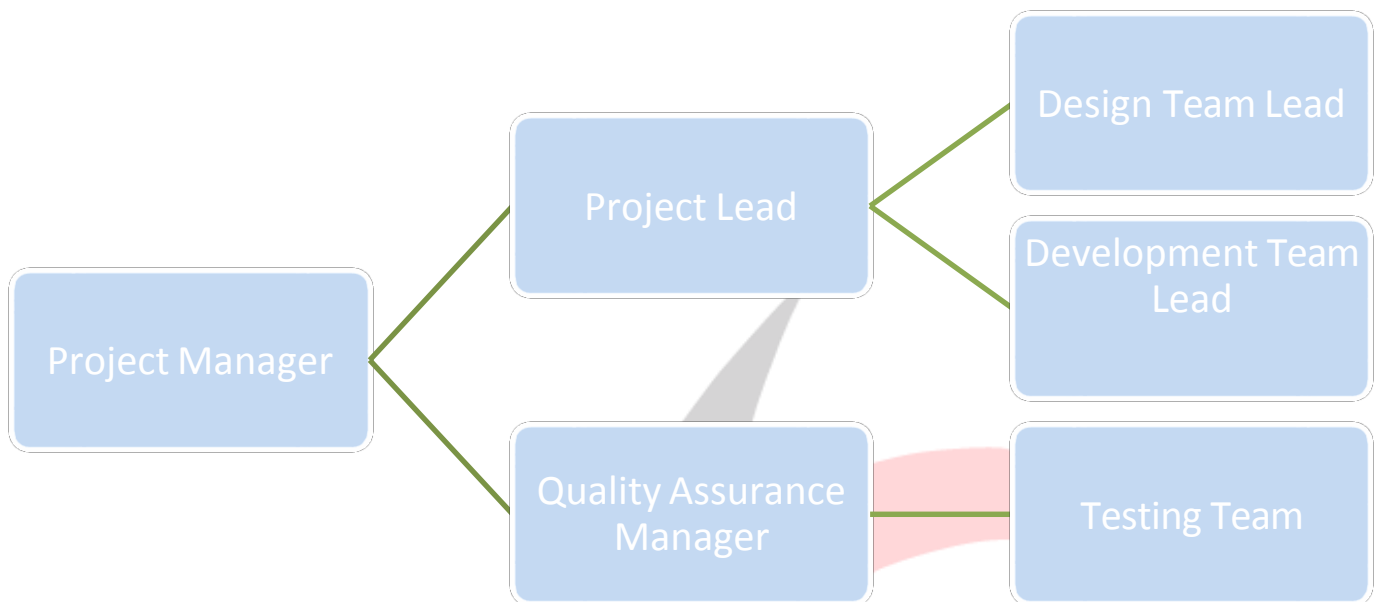
## PROJECT MANAGEMENT

Our assigned Project Coordinator will work with you to serve as your day-to-day contact from the inception of the project through launch. The project coordinator's primary role is to ensure all constraints requirements of the project are being met, including scope, quality, schedule, and budget and resource allocations.



They are responsible for overseeing and coordinating all communications and meetings with the client, internal team members, external resources, and third-party vendors. They will ensure all required documentation is written and followed to the specifications of the project, and will provide you with customized website user guide and training sessions.

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### FINANCIAL ESTIMATES

Phases	Days	Man hours
Requirement analysis	2	16
Interface designing	3	24
DB Designing	2	16
Implementation and Development	4	32
Quality Assurance and Testing	2	16
Training	1	8
<b>Total</b>	<b>14 Days</b>	<b>112 hr</b>
<b>Cost</b>		
Responsive Design for making Compatible with all Mobile Devices and Tablets	INR 3,000	
Project Development Cost	INR 10,000	
<b>Total Cost</b>	<b>INR 13,000/--</b>	

### Payment

50% of the payment shall be made in advance along with the project confirmation order.

The remaining 50% of the payment shall be made while we handover the project.

NB: The time Duration committed above is just an approximate and might change considering the complexity of the project.

## **CONCLUSION**

After delivering and deployment, we shall offer 12 months of FREE MAINTENANCE. This means, if you have any minor things to update in the Web such as updating some content in the page on a later date, we shall perform those minor updates for Free of Cost.

Note: while coding there is a possibility that User Interface needs to be developed prior to the back-end architecture at times, such type of things occur at times in some projects, which purely depends upon the type of project and ease of development of the same.

If you have any questions or concerns, please do not hesitate to communicate frequently with myself, or my team. We look forward to the opportunity to work together to accomplish your goals and build a secure ground for your business.

Thanks for giving us an opportunity to serve you!

Best Regards,

**Project Head**

**Fujishka Technologies Private Ltd**

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