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Website Proposal
Civil Society Education Coalition (CSEC)

August 1, 2016 *Prepared by:* Anthony Bendulo
Prepared for: CSEC

Introduction

Thank you for the opportunity to submit a proposal for the redesign of www.csecmw.org website. Working together, we believe we can create a site that is simple to navigate and has a professional yet Welcoming design.

Based on our preliminary discussion at your office, we have identified and listed below the Needs and Solutions that we will want to address in this project.

Needs

The Civil Society Education Coalition (CSEC), needs a website to reach out to the community and also to serve and support the members.

Furthermore, the organization needs a website that can be maintained by an employee of CSEC Without the need to regularly consulting Abantu Media or any other programmer, to make changes. The Employee needs to be able to add and revise both text and photos and additional pages if necessary without programming skills. Furthermore the members should be able to create their own pages within the domain and to be able to check their membership status, receive messages both on mail and SMS.

Solutions

Abantu Media will provide the Civil Society Education Coalition (CSEC) with a fresh new web design that is easy to navigate, Compatible with many devices (bootstrap and Mobile friendly) and provides useful information to current subscribers. The design will also convey to potential subscribers that Civil Society Education Coalition (CSEC), is a professional, reliable organization. At the same time will provide a medium that will have multi communication platforms, connecting with SMS's and Bulky Emails.

The design will integrate the current logo and color palette so it will maintain a familiar look to current Subscribers, but will at the same time show them that Civil Society Education Coalition (CSEC), is improving its web presence in order to serve them better.

Content Management System

Central to the new design from Abantu Media will be a robust Content Management System (CMS) that will allow the Civil Society Education Coalition (CSEC),to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save The Civil Society Education Coalition (CSEC), website revision costs but it will also ensure that the website stays fresh and up to date.

SMS, Databases and Email Broadcasting Platforms

Abantu Media will provide broadcasting platforms that will allow the Civil Society Education Coalition (CSEC), to easily communicate with its members as well as the general public using the 3 mentioned platforms.

1. **Database Systems,** The website will have multi database systems that will allow to store information inform of Text, Images and documents that can be submitted using the website to the organization's server, this will enable easy access and control of organization data. The database will include the Contact us forms, the registration forms, publications and or membership accounts.

2. **SMS Broadcasting Platform**

   The website will be connected to SMS platform that can auto generate bulky SMS to member organizations as well as other groups, those SMS are customized SMS that caries organization Names, the recipient will receive SMS whether confirming the registration or informing of the coming events. The Application is developed on a one time off fee of MK130,000 with no Monthly or annual Fees, all you need to do is purchase SMS sending tokens which goes at a fee of MK8.50 Per SMS both TNM and Airtel, These SMS tokens does not expire, you can use them as long as you have them.

3. **Email Broadcasting Platform**

   The website will be connected to an E-mail platform that can auto generate E-mail's to member organizations emails as well as other groups and the general public, those emails are customized pre-designed emails that comes like a web page in member emails, the recipients will also receive emails whether confirming the registration or informing of the coming events. The Application costs MK200,000 one time off payment with no monthly fees and no email sending fees or tokens, sending of these customized designed emails is for free,

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Website Organization

The new design will have five main landing pages:

4. Home Page
5. About
6. Projects
7. Member organizations
8. Publications
9. Partners
10. Join us
11. FAQ's
12. Blog
13. News
14. Contact

These 11 pages will be "hardwired" into the new design by Abantu Media and links to them will
Appear in the horizontal menu bar at the top of the page (and other header content).
On each of these pages, we will include a bottom column that CSEC can use to create links
to as many "subpages" as they wish. Therefore, the CMS allows for as many pages as necessary, without
Incurring additional cost beyond the original design and landing pages fee.

Workflow
Preliminary Design

Working in conjunction with CSEC, Abantu Media will provide your organization with a
Preliminary design concept for the new website. That design concept will include the basic layout, color
Palette, font choices, etc.

CSEC can at that point request one round of design revisions within the scope of the Fee
Schedule (see below). If more revisions are deemed necessary at that point by CSEC, the work
Will be done at our hourly rate. (This is rarely necessary, especially for a simple website project such
as this, but if necessary will be discussed fully before any fees are assessed.)

Integration of Content Management System
Once the design is approved, then Abantu Media will incorporate the Content Management System
Into the design.

Training
Abantu Media will then run a two-day training session with The Civil Society Education Coalition (CSEC),
employees, showing them how to use the Content Management System. This can be done on site or online.

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Launch

When we finish incorporating all the content the organization wishes to have at launch, they will
Ask Abantu Media to move the website from the development sub-directory to the main root level of
The domain, thereby making the site go live. Congratulations!

Fee Summary
Website Design and Setup
Includes:

1. Work with client to create a custom website interface - layout, colors, and fonts
2. Set up website architecture and navigation system
3. Implement nameplate/logo placement and design
4. create website mirror for beta testing purposes
5. Integrate content management system

Website Pages – 11

Using the webpage template developed during the initial design phase, this includes
Integration of the main landing pages into site architecture and navigation:

Unlimited emails and Web space One Year Hosting

As part of our current CMS package, we are offering unlimited email and web space annually.

Domain Name Renew and Transferring

As part of ensuring stability of the content Management system we would love to host this website on our
platform as a result we will transfer the domain to our servers in order to easily integrate with our systems.

Fee Schedule
Here is the proposed schedule for payments of the fee:

25% due upon acceptance of the proposal before work commences
75% due upon delivering the completed design with the content management system in place.
Abantu Media will launch the website when requested, providing that there is no balance due.

Terms and Conditions

Once project fee is paid in full to Abantu Media, any elements of text, graphics, photos,
Contents, trademarks, or other artwork furnished to Civil Society Education Coalition (CSEC), for inclusion in
website are owned by The Civil Society Education Coalition (CSEC),.

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Abantu Media assumes The Civil Society Education Coalition (CSEC), has permission from the rightful owner to use any images or design elements that are provided by The Civil Society Education Coalition (CSEC), for inclusion in the website, and will hold harmless, protect, and defend Abantu Media from any claim or suit arising from the use of such elements.

Abantu Media retains the right to display graphics and other Web content elements as

Examples of their work in their portfolio and as content features in other projects. The Civil Society Education Coalition (CSEC), also retains the right to letter of acknowledgement for the work done from the organization as reference. The agreement contained in this contract constitutes the sole agreement between The Civil Society Education Coalition (CSEC), and the Abantu Media regarding all items included in this agreement.

Next Steps

To proceed with this project, The Civil Society Education Coalition (CSEC), is required to take the following steps:

1. Accept the proposal "as is" or discuss desired changes. Please note that changes to the scope of the Project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 25% of total project fee.
4. Once these steps have been completed we will begin the project.

Our Clients

You can see a list of some of the current clientse:

1. Go Green Malawi
2. Safemotherhood (Malawi)
3. National Organisation of Nurses and Midwives
4. Lilongwe Waterboard
5. Scout Association of Malawi
6. Minewato Tours and Safari's
7. Budget Car Hire
8. Shine Car Hire
9. Cross of Victory
10. VillageShop
11. Country Lodge Malawi
12. Sinno Constructions Limited Tanzania
13. Nokam Business Park (Zambia)
14. Niassa Consultants Limited (Mozambique)
15. Zonesky Technologies (Zambia)
16. Christian Academy
17. Brand it All (Malawi)
18. Rise Africa Reality Show
19. Inno Pictures
20. My Link Malawi
21. GLS Logistics Malawi
22. Lilli Alfonso Limited
23. FDH Bank

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24. Guidance and counselling youth development center for Africa.(GCYDCA)
25. Atb Investments Limited (Tanzania)
26. Unique Construction Cost Managers

These are some of the top 25 out of 100 clients.

QTY	Description	Unit Cost	Amount
1	Website Designing and Development, Content Management System, and Bootstrap Compatibility (Mobile/Responsive) and Blog	MK350,000	MK350,000
1	SMS Application Development Fee (Sending of SMS is K8.50 Per SMS both TNM and Airtel Mails is Free)	MK130,000 + Number of SMS Needed	MK130,000 + Number of SMS Needed
1	Bulky Mailing System Development (Sending of Branded Mails is Free)	MK200,000	MK200,000
1	Webhosting with Unlimited emails and Unlimited space on the server	MK80,000 per Year	MK80,000
1	Training	Free	Free
		SUB TOTAL	**MK760,000 (+number of SMS)**
		TOTAL	**MK760,000 000 (+number of SMS)**