



WEBSITE DEVELOPMENT PROPOSAL

Corporate Website — Development Services

Prepared for: COMPANY X

Date: 21 April 2026

Validity: 30 days from date of issue

CONFIDENTIAL

This proposal is intended solely for the use of the named recipient.

1. Introduction

Thank you for the opportunity to present this proposal for the development of COMPANY X's corporate website. This document outlines the scope of work, deliverables, investment, and terms for the development phase of the project.

COMPANY X is a well-established multimodal logistics provider with over two decades of operational experience across the SADC region. The proposed website is designed to reflect that depth of expertise positioning the company as a trusted, professional partner for clients in mining, petrochemical, automotive, construction, and related industries.

This proposal covers development services only. Website design (UI/UX) is handled separately by the design team and is not included in this costing.

2. Project Overview

The website will serve as COMPANY X's primary digital presence, built to support a structured user journey:

- Visitor lands on the Homepage and understands the value proposition
- Navigates to Services to explore the integrated logistics offering
- Reviews industry-specific expertise under Industries Served
- Explores the operational footprint via the Operations/Network section
- Submits a contact form or Request for Quote (RFQ)

The site will be fully mobile responsive, optimised for search engines, and built to perform well across all modern browsers and devices.

3. Scope of Work

The following pages and features are included in this development engagement:

3.1 Page Structure

- Homepage — Main banner, About overview, Industries served, Services overview, Value proposition, Regional presence map CTA
- About Us — Company history, Vision & Mission, Values, Leadership team, Safety & Compliance (RSR, NOSA)

- Services — Overview page plus 7 individual service pages: Rail Operations & Shunting, Materials Handling & Terminal Management, Rolling Stock Maintenance, Rolling Stock Leasing, Track Infrastructure Construction & Maintenance, Rail Infrastructure Development, and Consulting
- Industries — Overview page plus 6 industry-specific pages: Agriculture, Aviation, Automotive, Petrochemical, Construction, and Mining
- Operations / Network — SADC regional operations, terminals, rail infrastructure, cross-border capabilities
- Contact — Contact form, office locations, phone & email, business enquiries

3.2 Functional Features

- Contact Form — Standard enquiry form with server-side processing and email delivery
- RFQ Form — Request for Quote form with relevant logistics fields (service type, route, tonnage, etc.)
- Interactive SADC Map — JavaScript-based map displaying operational terminals, rail routes, and regional coverage across SADC
- Admin Dashboard — Secure, browser-based management panel allowing authorised staff to update key site content without developer involvement. Covers: map location pins & descriptions, RFQ and contact form submission inbox, leadership/team profiles, service page content, and industry page content
- Downloadable Company Profile — PDF linked from relevant call-to-action sections throughout the site
- SEO Technical Setup — Meta tags, Open Graph, XML sitemap, robots.txt, and performance configuration

3.3 Technical Standards

- Fully mobile responsive design across all screen sizes
- Optimised page load performance (compressed assets, lazy loading)
- Cross-browser compatibility (Chrome, Firefox, Safari, Edge)
- Clean, maintainable codebase — no unnecessary frameworks where vanilla implementation suffices
- Deployment-ready handover with staging review prior to go-live

4. Investment

The following table provides a breakdown of the development deliverables and the associated total investment:

Deliverable	Cost (ZAR)
Frontend Development – All Pages Homepage, About Us, Services (7 sub-pages), Industries (6 sub-pages), Operations/Network, Contact	Included
Contact & RFQ Form Backend Server-side form handling with email delivery for enquiries and quote requests	Included
Interactive Map Implementation SADC operations map using JavaScript mapping library, markers for terminals and rail routes	Included
Admin Dashboard Secure web-based dashboard for managing key site content: SADC map locations/markers, RFQ & contact form submissions, team/leadership profiles, service descriptions, and industry content — all updatable without touching code	Included
SEO Technical Setup Meta tags, Open Graph, XML sitemap, robots.txt, performance optimisation	Included
PDF Company Profile Integration Downloadable company profile linked from relevant CTAs throughout the site	Included
Testing, QA & Deployment Cross-browser testing, mobile responsiveness, staging review, live deployment	Included
TOTAL DEVELOPMENT INVESTMENT	R85,000

The total development investment is R85,000 (ZAR) (not vat vendors)

6. Exclusions

The following items are explicitly excluded from this proposal. They may be addressed separately or in a subsequent phase:

× Domain registration and web hosting fees
× Third-party API costs (e.g. Google Maps, Mapbox licensing)
× Copywriting and content creation
× Phase 2 features: Careers portal, News/Insights section
× Interactive SADC map (advanced version) — third-party GIS expertise required
× Video hosting and management costs

7. Indicative Timeline

Subject to timely receipt of approved designs and content from the client, the estimated development timeline is as follows:

Phase	Activity	Duration
1	Project kickoff, environment setup & design handover	Week 1
2	Homepage, About Us, Services & Industries pages	Week 1
3	Operations/Network, Contact, Map & form integration	Week 2
4	SEO setup, QA testing, staging delivery & go-live	Week 3

Total estimated duration: 3 weeks from receipt of approved designs and content.

8. Terms & Conditions

- This proposal is valid for 30 days from the date of issue.
 - Development commences upon written confirmation of acceptance.
 - The quoted price is fixed for the scope described in Section 3. Changes to scope will be assessed and quoted separately.
 - The client is responsible for providing all content (text, images, branding, PDFs) within agreed timelines. Delays in content delivery may affect the project timeline.
 - Up to two rounds of revisions are included per page following staging delivery. Additional revisions will be quoted at an agreed hourly rate.
 - All pricing is inclusive of VAT.
 - Intellectual property for all custom development work transfers to the client upon receipt of final payment.
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WEBSITE DEVELOPMENT PROPOSAL

Careers Portal — Development Services

1. Introduction

This proposal outlines the development scope, deliverables, and investment for the COMPANY X Careers Portal — a dedicated section of the corporate website designed to attract, inform, and facilitate applications from prospective candidates.

The Careers Portal is a standalone development engagement, separate from the main corporate website already under development. It will be fully integrated into the existing site structure and will adopt the same design language established by the design team.

This proposal covers development services only. Website design (UI/UX) is handled separately by the design team and is not included in this costing.

2. Project Overview

The Careers Portal will serve as COMPANY X's dedicated talent acquisition platform, embedded directly into the corporate website. It is designed to support the following candidate journey:

- Prospective candidate arrives on the Careers section and learns about COMPANY X as an employer
- Explores the company culture and employee experience
- Browses active job vacancies and graduate or internship programme opportunities
- Selects a relevant position and submits an online application with supporting documents

From an administrative perspective, HR and management staff will manage all vacancy listings, graduate programme content, and received applications through a secure, custom-built admin dashboard — requiring no developer involvement for day-to-day content management.

The portal is built using pure HTML, CSS, and vanilla JavaScript with a lightweight backend — no third-party frameworks. This ensures fast load performance, easy long-term maintainability, and full client ownership of the codebase.

3. Scope of Work

The following pages, modules, and features are included in this development engagement:

3.1 Page Structure

- Working at COMPANY X — Overview of the company as an employer, employee benefits, and reasons to join
- Employee Culture — Values, team environment, and what defines the COMPANY X workplace experience
- Job Opportunities — Live vacancy listings with filtering by job category, location, and employment type. Each vacancy links to a dedicated detail page with full description and requirements
- Graduate Programmes — Dedicated section for graduate and internship opportunities, including programme overview and eligibility criteria
- Apply Online — Embedded application form per vacancy with structured fields and document upload capability

3.2 Functional Features

- Dynamic Job Board — Live listing of active vacancies managed from the admin dashboard, with per-vacancy detail pages and linked application forms
- Online Application Form — Structured form per vacancy capturing personal details, position applied for, CV upload, and optional cover letter. Applications delivered via email notification to the designated HR contact
- Graduate Programme Module — Tailored application pathway for graduate and internship applicants, separate from the general vacancies flow
- Document Upload — Secure file upload for CVs and supporting documents attached to each application submission
- Careers Admin Dashboard — Secure browser-based panel enabling HR staff to post, edit, and close vacancies; manage graduate programme listings; and view or download all received applications

3.3 Technical Standards

- Built with pure HTML, CSS, and vanilla JavaScript — no frontend frameworks
- Lightweight server-side backend for form processing, file handling, and admin data management
- Fully mobile responsive across all screen sizes and devices
- Cross-browser compatible — Chrome, Firefox, Safari, and Edge
- Secure authentication for admin dashboard access
- Clean, maintainable codebase seamlessly integrated into the existing corporate website

3.4 Technologies Used

The entire project is built from the ground up using proven, standards-based technologies — no frameworks, no third-party dependencies:

Technology	Purpose
HTML5	Page structure and semantic markup for all careers portal pages
CSS3	Styling, layout, animations, and full mobile responsiveness
JavaScript (Vanilla)	Dynamic job listings, filtering, form validation, and interactive UI behaviour
PHP	Server-side processing for application forms, file uploads, email notifications, and admin dashboard logic
MySQL	Database storage for job vacancies, graduate programme listings, and submitted applications

4. Investment

The following table outlines the development deliverables and total investment for the Careers Portal:

Deliverable	Cost (ZAR)
Careers Portal — Page Development Fully responsive careers section integrated into the existing website. Includes: Working at COMPANY X, Employee Culture, Job Opportunities listing, Graduate Programmes, and Apply Online pages	Included
Job Listings System Dynamic job board displaying active vacancies with filtering by category, location, and employment type. Each listing links to a dedicated detail page with full job description and requirements	Included
Online Application Form Embedded application form per vacancy with fields for personal details, CV/document upload, cover letter, and position applied for. Submitted applications delivered via email notification	Included
Graduate Programme Module Dedicated section for graduate and internship opportunities with tailored application form and programme information pages	Included
Careers Admin Dashboard Secure browser-based management panel for HR and admin staff to post, edit and close job vacancies; manage graduate programme listings; and view or download received applications — without developer involvement	Included
Testing, QA & Deployment Cross-browser and mobile responsiveness testing, form submission validation, staging review and deployment integrated into the existing corporate website	Included
TOTAL DEVELOPMENT INVESTMENT	R35,000

5. Exclusions

The following items are explicitly excluded from this proposal:

× Domain registration and web hosting
× Copywriting for culture pages, role descriptions, and programme content

6. Indicative Timeline

Subject to timely receipt of approved designs and content, the estimated development timeline is as follows:

Phase	Activity	Duration
1	Project kickoff, design handover & environment setup	Week 1
2	Careers pages, job board & application form development	Week 1
3	Graduate module, admin dashboard & document upload	Week 2
4	Testing, QA, staging review & deployment	Week 3

Total estimated duration: 1 to 3 weeks from receipt of approved designs and content.

7. Terms & Conditions

- This proposal is valid for 30 days from the date of issue.
- Development commences upon written confirmation of acceptance.
- The quoted price is fixed for the scope described in Section 3. Any changes to scope will be assessed and quoted separately.
- The client is responsible for providing all content (job descriptions, culture copy, branding, images) within agreed timelines. Delays in content delivery may affect the project timeline.
- Up to two rounds of revisions are included following staging delivery. Additional revisions will be quoted at an agreed hourly rate.
- Intellectual property for all custom development work transfers to the client upon receipt of final payment.

WEBSITE DEVELOPMENT PROPOSAL

Retainer — Development Services

Deliverable	Cost (ZAR)
Content updates (text, images, minor layout changes)	Included
Uploading and managing videos and media	Included
Ongoing maintenance and bug fixes	Included
Technical support (forms, admin dashboard, general issues)	Included
Basic SEO updates when content changes	Included
Hours capped at 30 hours per month	Included
TOTAL DEVELOPMENT INVESTMENT	R10,000