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Proposal to PT Buana Masa Metalindo



Created by

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Contact

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Introduction

My name is Kevin Antonius Tjio. I specialize in creating and maintaining web & mobile applications. I am passionate about solving problems and designing seamless digital experiences. My goal is to build websites that are not only visually appealing but also user-friendly, efficient, and tailored to meet your business needs.

In response to your request for a new website, I am pleased to present this proposal. It outlines my approach to designing and developing a website that aligns with your goals. The proposal will also include details on my process, the expected timeline, and associated costs.

I appreciate the opportunity to support PT Buana Masa Metalindo in establishing a strong and effective online presence. Please feel free to reach out if you have any questions or require further details.

Scope of Work

Phase 1: Planning & Setup

The first phase focuses on defining the project scope, selecting the right technologies, and structuring the website's architecture to ensure scalability, performance, and usability.

Technology Stack:

- Backend: Node.js with SQLite/MySQL for database management.
- Frontend: Nuxt.js (Vue 3 + TypeScript) for a modern, fast, and scalable web interface.
- CMS: Strapi.io for easy content management.

Website Structure & Features:

- Define sitemap and user flow to ensure a seamless experience.
- Plan multi-language support for English (EN) and Indonesian (ID).

- Establish SEO best practices from the start, including metadata structure.
- Database setup and initial configuration.

Phase 2: Development & Implementation

This phase involves building the core features of the website while ensuring it meets modern performance, security, and usability standards.

Frontend & Backend Development:

- Develop a fully responsive website for optimal viewing on all devices.
- Implement lazy loading to improve page load speed.
- Integrate a WhatsApp floating button for direct customer engagement.
- Add Follow Us sections for social media links (Linkedin, Instagram, X, Facebook, Youtube).
- Ensure a seamless contact form with email integration.

Content Management System (CMS) Features:

- Admin dashboard to add new articles, edit blog pages, and manage SEO settings.
- User-friendly interface for content updates without coding.
- Basic security features to protect the CMS from unauthorized access.

Performance & Optimization:

- Optimize page speed by implementing caching and asset optimization.
- Conduct cross-browser and device testing to ensure consistency.
- Implement basic SEO setup to improve search engine visibility.
- Integration with Google Tag Manager & Facebook Pixel for advanced tracking and marketing insights.

Phase 3: Testing & Deployment

Once the website is developed and tested, the final phase ensures a smooth launch.

Launch & Deployment:

- Deploy the website to a secure and scalable hosting environment.
- Ensure SSL implementation.

- Final security audits before going live.

Phase 4: Support & Maintenance

Post-Launch Support & Maintenance:

- Regular automated database backups every 3 months to ensure data safety.
- Regular updates and monitoring for performance improvements.
- Continuous security scans to prevent vulnerabilities.
- Bug fixes and feature enhancements based on feedback.
- Ongoing SEO performance tracking using Google Search Console and Google Analytics.

Project Timeline

The table below outlines the key milestones and estimated timeframes for each phase of the website development project. These projections are subject to adjustments based on task complexity, feedback cycles, and any unforeseen challenges that may arise.

To ensure smooth progress, we will maintain regular communication and provide updates throughout each phase. Any necessary revisions or refinements will be addressed proactively to keep the project on track.

| Phase | Timeline | Task |
|---------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1: Planning & Setup | Week 1 | <div>The first two weeks will be dedicated to defining the website structure, setting up the technology stack, and preparing for development.</div> <div>- Finalize sitemap, user flow, and feature requirements.</div> |

| | | |
|---------------------------------------|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | <ul style="list-style-type: none"> - Set up backend (Node.js, SQLite/MySQL) and frontend (Nuxt.js, Vue 3 + TypeScript). - Configure CMS (Strapi.io) - Plan SEO strategy, performance optimizations, and security measures. - Database setup and initial content structuring. |
| Phase 2: Development & Implementation | Week 2-3 | <p>This phase focuses on building the website, integrating core features, and ensuring performance and security.</p> <ul style="list-style-type: none"> - Develop a fully responsive website with lazy loading for faster performance. - Implement WhatsApp floating button & social media links (IG, X, FB & etc). - Set up Contact Form with email integration. - Optimize SEO - Apply security enhancements . - Integrate Google Tag Manager & Facebook Pixel for analytics tracking. |
| Phase 3: Testing & Deployment | Week 4 | <p>In this phase, we conduct thorough testing and finalize the deployment.</p> <ul style="list-style-type: none"> - Perform cross-browser and device testing. - Optimize page speed and image compression - Ensure SSL installation & security audits. - Deploy to a scalable hosting environment. - Final bug fixes and refinements before launch. |
| Phase 4: Support & Maintenance | Ongoing (Month 2 and beyond) | <p>After deployment, continuous monitoring and optimization will be performed.</p> <ul style="list-style-type: none"> - Regular automated database backups (every 3 months). - CMS updates and security monitoring - SEO performance tracking & analytics (Google Search Console, Google Analytics). - Implement small future enhancements based on user feedback and business needs. |

Pricing

The following pricing is based on the tasks outlined in the scope of work for each phase. The prices are estimates, subject to change depending on the complexity of the work or any additional requests. This breakdown covers all essential services, including website development, CMS integration, SEO optimization, security measures, and ongoing maintenance.

| Task | Cost |
|-----------------------------------------------------------------------------------------------------|--------------------------------|
| Phase 1: Planning & Setup Phase 2: Development & Implementation Phase 3: Testing & Deployment | Rp 18.000.000 |
| Phase 4: Support & Maintenance | Rp 2.000.000 (per 3 months) |

Additional Notes:

- Extra Work: If additional features or tasks outside the original scope are requested (e.g., major design changes, new integrations, or extra functionality), the cost will be assessed separately and agreed upon before implementation.
- Payment Terms:
 - Phase 1 – 3: Payments will be structured as follows:
 - 30% Down Payment: Due upfront at the start of Phase 1.
 - 40% Progress Payment: Due after 50% of the work is completed.
 - 30% Final Payment: Due upon project completion and before deployment.
 - Phase 4 (Ongoing Maintenance & Support):
 - Billed every 3 months in advance.
- Contingencies: The costs outlined are estimates based on the agreed scope of work. Major changes or delays due to external factors may result in additional costs. Any adjustments will be discussed in advance.

Payment Information:

Payments can be made via bank transfer to **BCA**.

Transfer to account number **5271321695**, under the name **Kevin Antonius Tjio**.

Conclusion

I am excited about the opportunity to assist PT Buana Masa Metalindo in developing a modern, high-performing website that enhances your brand's digital presence. With a structured approach covering planning, development, testing, and ongoing optimization, this project will ensure your website is fast, secure, user-friendly, and optimized for search engines.

By integrating the latest technologies, including Nuxt.js, Strapi, and SEO strategies, this project will create a scalable and efficient platform tailored to your needs. My commitment extends beyond development, I will also provide continuous monitoring and support to maintain long-term performance and security.

If you have any questions or need further clarification regarding the proposal, timeline, or pricing, please feel free to reach out. I am ready to begin as soon as you're ready to move forward.

Thank you for considering my proposal, and I look forward to collaborating with your team to bring this project to life.

Kevin Antonius Tjio

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Design Reference & Feature Overview

To provide a clearer understanding of the website's structure, functionality, and user experience, the following resources are included:

Figma Prototype

- Prototype Link: <https://www.figma.com/proto/RLmRz8LJuDbXdoeRFPCkpn/Proposal?node-id=39-5&t=FOjsbdjmyV33H0g4-1>
- This prototype showcases the desktop version of the website, including layout, navigation, and core user flows.

