



4SPOTS

البنك الأهلي المتحد  
ahli united bank

# Ahli United Bank SME Partnership Proposal

Exclusive for Ahli United Bank SME Customers Only.

Prepared for:

[Client.FirstName] [Client.LastName]

[Client.Company]

Prepared on: [Document.CreatedDate]

Valid until [Expiration.Date]

Prepared by:

[Sender.FirstName] [Sender.LastName]

Proposal Ref: [Document.SeqNumber]

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# Introduction



Dear [Beneficiary] ,

As part of Ahli United Bank's scheme to support the SME sector, we are glad to submit the following proposal at your perusal. In this partnership with Ahli United Bank, we are committed to provide the best offer for all your digital service needs without compromising quality 4SPOTS is known for.

As a recipient of this proposal, provided that you have satisfied all conditions of SME partnership with Ahli United Bank, you would be eligible to benefit from a more affordable cost structure and a priority delivery commitment from us. We hope this will benefit the SME sector of Bahrain and will enable them to work towards a Digital Bahrain Economy.

**For this offer, we provide eCommerce value packages at a 50% discount, social media packages at 40% discount and all custom development at 15% discount especially for Ahli United Bank SME customers.** This package will not be applicable for any subsequent or other projects aside of this proposal.

At 4SPOTS, we hold one goal above all others: 100% client satisfaction. Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

We've built websites for several brands around the world with great success, and have conducted several digital campaigns along with social media management for some of the leading brands of Bahrain.

In this proposal, you'll find what we feel is the optimal solution for your digital needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval.

Thanks again for the opportunity to earn your business!

[Sender.FirstName] [Sender.LastName]

[Sender.Title], [Sender.Company]

[Sender.Phone]

[Sender.Email]

# Executive Summary

[Client.Company] requires a full ecommerce website to build to support your digital growth strategy. This website will allow you expose your brand to organic audiences via search engines, leverage digital advertising to boost lead generation, and deploy content marketing to build brand awareness and authority.

[Sender.Company] is uniquely qualified to build the website that you desire, due to our in-house team of designers, writers, and developers, and our experience working with clients in [Client.Industry].

## Solution Outline

[Sender.Company] will build your website using the [CMS] content management system (CMS). [CMS] is used by more than a million brands around the world, and is known for it's ease of use, security, and scalability. [CMS] will allow you to do the following once your website is launched:

- Easily update Product images, prices, stock details
- View orders.
- Integrate with analytics software to track page and site performance
- Post new content to your website

We propose that your site be hosted with [Hosting.Provider] using [Hosting.Type]. This will ensure that your website is capable of supporting a high volume of traffic while remaining protected from malicious entities. In addition, we have suggested some necessary security tools for you to ensure the website is safe and secure.

## Website Build Scope

Your website will have roughly [Number of Pages] pages with maximum number of [Number of Templates] unique templates. It is to be developed in [Language] language. Your website will be mobile friendly and will support updated versions of Chrome, Firefox and Edge browsers.

## Site Integrations

[Sender.Company] will integrate your site with the following tools:

- Google Analytics

These integrations will allow you to use your website as a profitable marketing tool which helps you generate new revenue for your business.

## AUB Payment Gateway

Your website will be integrated with [Ahli United Bank's payment gateway](#) without any hassles for you. Ahli United Bank, will process all the formalities needed for you to enable you to receive payment through your ecommerce portal.

## Additional Features

Based on previous discussions regarding your goals and expectations, your website will have the following additional features:

- **Easy to manage e-commerce:** Our system is a powerful content management system, which means you are getting more than just an online store. You will be able to handle all products from the store



without needing any help. We will also provide you a step by step guide to manage products through the content management system.

- **Mobile responsiveness:** Since mobile sales are headed to overtake desktop sales soon, we are designing the entire storefront to be responsive. The elements should magically adjust to mobile device screens
- **Better performance:** Loading speed is especially important for online stores. Users want to browse your website, compare various products, and place orders without delay. CMS has a powerful caching techniques for faster loading. One of them is the innovative BigPipe, which lets you serve static website elements to users instantly and load dynamic ones next.
- **Parent Category:** The website will have parent categories as part of the main navigation. These are dynamic in nature, however as this is part of the main navigation there should be some limit to the number of such category based upon the design.
- **Product listing:** Product will be listed, based on the category selected by the user and can be sorted based on the following, Price (High to low, Low to high) and Newest. All prices will be listed in BHD. Products will have single attribute drop down options.
- **Search:** Keyword based search will be providing results only for the products.
- **Registration:** Registration and login will validate the user's email. Guest accounts will be permitted till the checkout. Individuals must login for placing order.
- **Order details:** Order details can be seen in user dashboard.
- **Tax:** VAT amount can be configured for Bahrain if you are eligible to pay VAT for all purchases inside Bahrain.
- **Shipping:** Shipping calculator will be based on percentage of product for different countries. This can be configured through the CMS.
- **Static pages** like About us, Terms, Shipping and return policies will be provided. One template is reserved for these pages

## Additional Services

The following are the optional free services we will provide to ensure the site delivery is achieved,

- Content management system training.
- Fixing bugs in the CMS or in the website **for 1 month** after the site goes live. These bugs are only pertaining to existing functionality and no change request will be accepted.
- Basic Search Engine optimisation
- Installation, provided remote access is provided to [Sender.Company]



# Execution Timeline

(Schedule 1)

The following table details our projected execution timeline for your website development project.

Description	Number of Working Days
Project Kickoff and Brand Submission	2
eCommerce Style Selection	2
eCommerce Setup	6
Payment Gateway	2
Testing	1
Product Entry	2
Website Launch	1
<b>Total`</b>	<b>16</b>

Disclaimer: The dates in the table above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.

# Acceptance

(Schedule 2)

## User Testing

The designs will be tested with real users which will greatly improve the quality of the finished design and help catch usability issues before time is spent building the designs. User testing involves our usability professionals recruiting up to 5 users and asking them to perform tasks. We record the results of the test and we will list the usability issues or comments that our design team can implement.

## Compatibility

The code will be standards-compliant and tested to work with current versions of browsers that has more than 5% usage share based on Google Analytics. If the site needs to be modified due to a change in the standards or a browser-specific bug past the current release, it falls outside the deliverables of this contract.

# Project Investment

(Schedule 3)

The table below details the Investment associated with this project. These investments does not include VAT.

Name	Price	QTY	Subtotal
Design and Development of eCommerce Website Design and Development of eCommerce in English language	BHD 1,300.000	1	BHD 1,300.000
Ecommerce Payment Gateway Integration Ecommerce Payment Gateway Integration with Ahli United Bank payment gateway	BHD 300.000	1	BHD 300.000
Quality Assurance Quality Assurance tests of the application including report on the bugs and fixes.	BHD 400.000	1	BHD 400.000
System Administration System administration work including setting up server, uploading codebase etc.	BHD 100.000	1	BHD 100.000
<input type="checkbox"/> Arabic eCommerce (Optional) Arabic language support for the user.	BHD 600.000	1	BHD 600.000
Subtotal			<b>BHD 2,100.000</b>
Total			<b>BHD 2,100.000</b>

# Ongoing Investment

The table below details monthly/annual fees which will begin once the website is successfully launched.

Name	Price	QTY	Subtotal
Hosting AWS Hosting as per the usage. Approximate cost is provided. Billing will be done as per the usage at the end every month.	BHD 30.000	1	BHD 30.000
Hosting Support Phone & Email Support During Business Hours. Health check of the CMS.	BHD 20.000	1	BHD 20.000
			<b>BHD 50.000</b>
Subtotal			<b>BHD 50.000</b>
Discount			<b>BHD 0.000</b>
Tax			<b>BHD 2.500</b>
<b>Total</b>			<b>BHD 52.500</b>

# Optional Ongoing Investment

The table below details monthly/yearly fees which will begin once the website is successfully launched and is optional for [Client.Company]

Name	Price	QTY	Subtotal
<b>Yearly Investment</b>			
<input type="checkbox"/> <b>SSL Certificate</b> SSL certificate for one website including installation.	BHD 110.000	1	BHD 110.000
			<b>BHD 0.000</b>
<b>Monthly Investment</b>			
<input type="checkbox"/> <b>Social Media management (Instagram)</b> Social media management for instagram. 16 posts per month.	BHD 300.000	1	BHD 300.000
<b>Social Media and Google Advertising</b> Based on Client budget. Minimum budget per month is 100 BHD. We charge 15% commission over the amount spent.	BHD 100.000	1	BHD 100.000
			<b>BHD 100.000</b>
Subtotal			<b>BHD 100.000</b>
Discount			<b>BHD 0.000</b>
Tax			<b>BHD 5.000</b>



**Total**

**BHD 105.000**

# Payment Terms

The following payment terms are applicable for the execution of this project

Stage	Percentage of the total project amount
Advance	50%
Before solutions goes live	50%

Note: All other payment apart from hosting will be done in advance either for the year or for the month as indicated in the investment section.

# Client Deliverable

(Schedule 4)

The following deliverable of the project has to be provided by [Client.Company] Provide the contact details and legal address for the Project Manager, stake holders and Finance personnel approved to represent the Client.

- Provide the escalation procedure in the event that the Project Manager is unreachable.
- Provide detailed technical brief on the features and functionality of the website based on which the build will be done.
- [Client.Company] to provide any other relevant support to [Sender.Company] for all questions related to the project.
- Provide branding guidelines, brand elements.

Provide final text content and relevant translations in electronic form as MS-word documents or text files.

Provide all downloadable documentation in the form of optimised PDF files, organised by category and including date and keyword information.

- Images, logos, photographs and videos in high resolution electronic format.
- Provide all the links to the external websites as necessary.
- Provide all necessary licensed fonts for this project.
- Generally give approvals and or necessary feedback on the completed milestones within 3 working days after submission. However if [Client.Company] wish to change that, they should let us know at the start of the project, accordingly timeline will be developed and provided to [Client.Company]. This will impact the delivery date of the website.
- SMTP credentials in email sending functions are enabled in the website e. g form submission.

# Exhibit



**Additional information required in the  
proposal are kept here.**

# About Drupal



Drupal is a content management system (CMS). Simply put, this allows for you or your employees to add or edit content on your website via a user-friendly interface and, thus, bypasses the need to use (or pay for) someone with knowledge of HTML just to do simple modifications.

The open-source nature of Drupal has resulted in experienced web developers all over the world creating hundreds of add-ons or plug-ins known as "modules". Modules are created for the purpose of adding or integrating specific features into Drupal. Most modules are originally created because a need for one has presented itself based on a website's requirements.

Drupal is mature, stable and designed with robust security in mind. Organizations around the world --including leading corporations, brands, and governments-- rely on Drupal for mission-critical sites and applications, testing its security against the most stringent standards. A dedicated security team, along with a large professional service provider ecosystem, and one of the largest developer communities in the world ensure rapid response to issues. Many security problems are prevented entirely by Drupal's strong coding standards and rigorous community code review process.

Intuitive tools in Drupal for content creation, workflow and publishing make it easy for content creators to do their jobs. Authentication and permissions help manage editorial workflows efficiently, and previews show how content will look on any device before users approve and publish.



Drupal's built-in language handling abilities deliver value to those who need localised digital experiences, saving them time and money in the process.

# Amazon Web Services (AWS)

Amazon Web Services (AWS) is the market leader in IaaS (Infrastructure-as-a-Service) and PaaS (Platform-as-a-Service) for cloud ecosystems, which can be combined to create a scalable cloud application without worrying about delays related to infrastructure provisioning (compute, storage, and network) and management.



With AWS you can select the specific solutions you need, and only pay for exactly what you use, resulting in lower capital expenditure and faster time to value without sacrificing application performance or user experience.



4SPOTS is an AWS Partner. Leave your worries to our AWS certified professionals to manage your cloud infrastructure. We highly recommend new and existing companies

which can build their digital infrastructure partially or entirely in the cloud with AWS, making the on-premise data center a thing of the past. The AWS cloud ensures infrastructure reliability, compliance with security standards, and the ability to instantly grow or shrink your infrastructure to meet your needs and maximize your budget, all without upfront investment in equipment.

# SSL Certificate

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.



## Why use SSL?

The primary reason why SSL is used is to keep sensitive information sent across the Internet encrypted so that only the intended recipient can understand it. This is important because the information you send on the Internet is passed from computer to computer to get to the destination server.

## Authentication

In addition to encryption, a proper SSL certificate also provides authentication. This means you can be sure that you are sending information to the right server and not to a criminal's server. Why is this important? The nature of the Internet means that your customers will often be sending information through several computers. Any of these computers could pretend to be your website and trick your users into sending them personal information.

## Why Use SSL?

To Gain Your Customers' Trust

Web browsers give visual cues, such as a lock icon or a green bar, to make sure visitors know when their connection is secured. This means that they will trust

your website more when they see these cues and will be more likely to buy from you. SSL providers will also give you a trust seal that instills more trust in your customers.



# Our Process: A rook style highbreed

At 4SPOTS, we're all about facilitating connections! Compelling websites or applications need careful planning. It requires strong processes. Weaker processes can not produce stronger output. All our processes are designed in a way that the project is delivered smoothly without much hassles. That being said, we need you to understand this process clearly. If anyone of us (you or us) does not follow the process, it would be rather tough for us to roll out a project successfully.

## Sign Off

We hope that you have given us the brief clearly. We have given you the proposal based on that. And we appreciate you chosen us for this project. The next step is to outline the deliverable again and create a communication platform for all. So we will create an intranet job code for you and we all will communicate using the same. This keeps various stakeholders updated about the status and various other aspects of the project. You can always write email replies to the messages we have put. This automatically writes into the intranet. We always encourage you to put messages using the intranet.

In this project stage we also expect you to understand what was part of our deliverable of the project. A smaller change in the scope will not be an issue, but larger change in scope requires more effort, time and money.

## Requirement and IA

In this stage, we will collect all information possible from you through various meetings and interview documents. Our advise is to include various stakeholder who has a say in this project as if we miss their point of view and requirement, it would be very difficult to accommodate at a later stage. The outcome of this should lead to a **SRS document**. A SRS document will outline all functions and deliverable in detail.



The SRS document will also include a sitemap, highlighting all content and functionality touch point. Once approved, changes to the sitemap is not possible at a later stage. However, after the initial scope is completed, you can request for change requests with an additional cost to modify the sitemap and functionality.

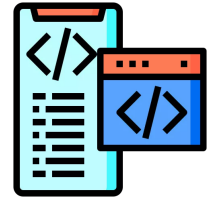


# Design

Client will be submitted with **four** apt templates based on their business and brand. Client need to select one template of their choice to further proceed with the project.

## CMS and Functionality Development

After testing the static layouts, we integrate the new designs with your preferred content management system. CMS integration will be an internal development part however from time to time, we will provide you access to the demo site to see the progress or to get your feedback on certain things.



## Quality Assurance

Extreme care is given to the quality of the application build to ensure that the content is presented consistently irrespective of the operating system in use at the user's end. We will carry quality assurance checks after the CMS integration.



## Overall QA and Live

After doing an overall QA, available content will be integrated to the beta website so you can have a feel of actual website with real content. After all finalised content in place and functionality checked, our team will install the website in your preferred hosting server. Please note, the requirement of the hosting server has to be met before we move the code to your server. In the whole process of going live, our support team will be available so you don't have to worry much.

After the site goes live, your free support period starts where our team will look into any bugs and will fix those bugs. We recommend you to have an Annual maintenance contract (AMC) after the free support period ends.

# 4SPOTS

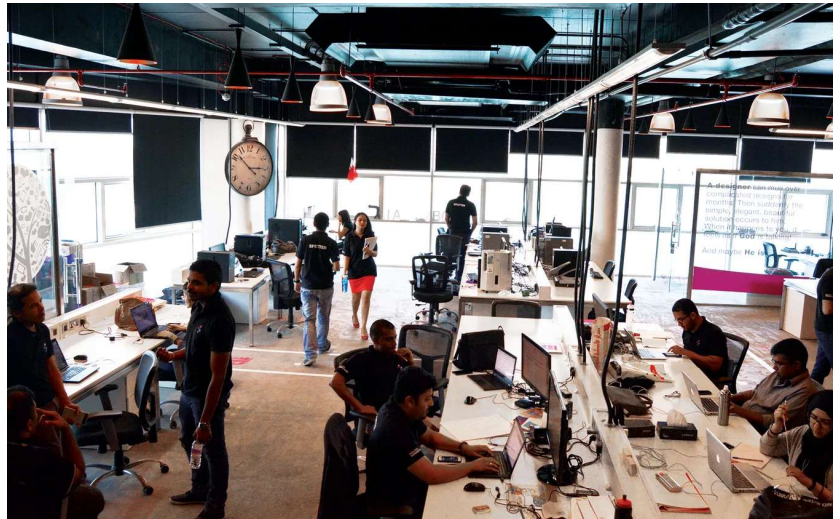
**We Facilitate  
Connections™**





# Facilitate Connections™

We specialize in design-led brand communication and digital innovation and we've earned a reputation for doing great work across multiple categories. Our work is driven by our mission and our mission is this... we want to build brands people love.



## 4SPOTS team stand out, they stand for something.

The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime. Every individual team member(slang spotter) is a star for us. The multicultural team from various backgrounds produces work with symphony as if they were always part of this orchestra for ages.



Our employees are our strength, hence they are hand picked, carefully chosen to match our brand culture. If you happen to meet a spotter, you would almost recognise why all of them live our brand. We are young, friendly but not reckless. Over 90% of our resources

are certified by international recognised companies like **Google, Acquia and Oracle.**

# Awards

Winning is only half of it. Having fun is the other half. While we love to flaunt our awards, we recognize that it is merely an outcome of the hard work and challenge-loving attitude of our team. We have won numerous international and regional awards we are proud of and would love to dedicate these to our team and clients. 4SPOTS has won more than **42 International Awards!** proving the world that international quality work and recognition can be achieved from this beautiful yet small island in the middle east. We are first and the only agency to have won **W3 Gold Awards** across MENA region.



## Who lets us create the magic

4SPOTS has had the fortune of working with the best and brightest brands, companies, and institutions in the middle east from the top tier to

groundbreaking startups –across nearly every consumer and B2B category. Some of our clients have been working with us since our inception !!



# Partnerships

At 4SPOTS we believe quality works are always made from team effort than individuals. To ensure our quality stays at par with our international counterpart, we have partnered with some handpicked strong partners. This list includes the likes of **Google, Facebook, Acquia, Amazon, Hubspot and Adroll etc.**



We are **53+** strong members who are busy creating a digital presence for our client. completing around **1200+** projects.

You can count on us.