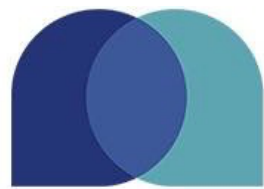




Proposal to



**McPherson**  
Media Group

For website design and  
development

August 5, 2022

## 1. Overview

McPherson Media Group (MMG) is looking for a website design for the new Classified website. The website needs to be designed on WordPress with specific 3rd Party plugin and functionalities as outlined in the Scope below. We appreciate the opportunity to share our solution and approach to address your objectives.

## 2. Scope

Design and Develop a Classifieds Website Portal.

The site design will be done using WordPress CMS platform and will be built on the following lines.

- **Design** – The website design and navigation will be based on the plugin ([Classified Listing – Classified ads & Business Directory Plugin – WordPress plugin | WordPress.org](#))
- **Pages** – Total pages and navigations will be per the plugin and categories defined
- **Content** – all website copy will be supplied and listing information to be managed through an integrated solution. Integration to be managed by MMG
- **Hosting** – Hosting and domain purchase to be managed by MMG. Madras will not assist with hosting as a service. The website will be designed, and HTML package will be delivered. If hosting access is supplied, Madras will assist with setting the website on the hosting platform. However, ownership of the hosting platform will be on MMG including maintaining / renewal of the hosting services.
- **WordPress Account** – Madras will use the WordPress account received along with the plugin purchase. Please note that there is a yearly renewal of the plugin for the website. This yearly renewal will be owned by MMG.
- **Additional Requirements** – All available options like Facebook share, payment gateway and members login will be incorporated from the plugin

### 3. Estimated Cost

Based on the requirement, we estimate the cost for the project to AUD\$ 20,000.

Please note that the actual cost may vary depending on final scope with sign off on specific features and functionalities needed.

Any scope creep will be mutually agreed and priced accordingly by Madras.

Pricing of the plugin will be billed on actuals to MMG or MMG can source the plugin based on the options they would like to sign up for.

### 4. Delivery schedule

Deadline will follow once the assets are received.