



REQUEST FOR PROPOSAL

The following document is a simple outline to assist you, as a potential client, in providing us with sufficient information to understand the basic scope of your project needs. Most of the items listed below require no more than a short paragraph in response. *Scarlett's Web® is happy to provide a signed nondisclosure agreement prior to receiving specific detailed information.*

CONTACT INFORMATION.

Provide the name, phone number, physical address and email address of the person to whom the finished proposal should be submitted. We typically send proposals as email attachments, but will occasionally send a copy through standard mail if a potential client has not yet received a copy of our corporate literature.

Name: _____
Company/Organization: _____
Address: _____
City/ST/Zip Code: _____
Phone Number: _____ Alt Number: _____
Email Address: _____

COMPANY BACKGROUND.

Provide background information on your company and your industry. List the number of employees you have as well as offices and locations. If possible, include electronic or scanned brochures and product sheets.

PROJECT BACKGROUND.

What is your intended objective for your project? Define what end-result(s) you would like to accomplish with your intended project. Do you want to educate the market on your products and/or services? Do you need an interactive tool that will help generate qualified leads? Are you going to sell products from your site using an e-commerce solution?

NEEDS.

Please check all the boxes below that apply to your current needs:

- | | | | |
|--|-------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Web Development | <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Flash Programming | <input type="checkbox"/> E-Commerce |
| <input type="checkbox"/> Print | <input type="checkbox"/> Packaging | <input type="checkbox"/> Corporate Identity | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Marketing /SEO | <input type="checkbox"/> Multimedia | <input type="checkbox"/> Application Development | <input type="checkbox"/> Illustration |
| <input type="checkbox"/> Other: _____ | | | |

SCOPE.

If you are looking for a comprehensive solution, then you might say something to the effect of, "The scope of this project will be to produce our web site from concept to completion. We require a firm that can handle the tasks of organization and site planning as well as interface design, all aspects of production, ongoing maintenance, marketing and hosting." Otherwise, list the exact role we will play in the project.

For example, do you need us to write all of the web site copy from scratch, or will you be providing us with copy to edit and place into your design? Do you have an internal development team that will roll out the web site technologies, or do you need us to author that as well? Are you considering an email campaign to announce the launch of your project?

TARGET LAUNCH DATE. _____

BUDGET

As part of our proposal, we will incorporate technologies that fit in your optimum budget range. Leaving this unspecified makes it difficult to recommend a specific solution. Most new website development projects start at \$2500.

\$_____ (Feel free to cast this as a ballpark or an ideal figure that is not set in stone.)

NEW WEBSITE PLANNING QUESTIONNAIRE

This questionnaire provides an opportunity for you as a prospective customer to start thinking about your goals and needs and the possible ways these can be reflected through your website. Please answer all of these items to the best of your ability. Once you have completed this, we in turn can give you a cost estimate.

ORGANIZATION/COMPANY NAME

Site name as it will appear on the main page.

Make a list of the information you expect to put on your site and who will be the content provider(s) for this information.

Various factors can contribute to a site identity (i.e., use of a logo, use of colors, a consistent navigation scheme, a consistent footer or header, for example). What factors will you use to help establish a site identity?

How many people will be involved with the site and with what roles? Is this a "one person" show? Are there many content providers? Will all web documents funnel through one person or will multiple people be posting to the website? This can affect how the site is organized.

Who are you competitors? Have you looked at their websites? Is there a niche you can fill? Something you want to do better?

PURPOSE

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- Gain a favorable impression of the company or organization.
- Develop or strengthen your company image only within specified geographical area.
- Develop or strengthen your company image outside your present geographical area.
- Develop a qualified list of prospects
- Sell products directly over the Internet
- Encourage potential customers to contact you
- Make available product information and price lists to distributors.
- Make available product information and price lists to customers.
- Strengthen brand identification.
- Develop an email list for publication (newsletter, e-zine) purposes.
- Establish a web presence for a specific existing web opportunity you already have in mind.
- Other _____

CUSTOMERS

- Do you have marketing research information on your present customer base? Y ___ N ___
- Do you have marketing research information on your potential Internet customer? Y ___ N ___
- (Please be sure to include this information)
- Please describe your average customer:
- Do you want to change this profile and, if so, how?

DOMAIN NAMES

- Will your site name be the same as your present company or organization? Y ___ N ___
- If not, what are you considering for your website name?
- Do you have a domain name registered (www.mysite.com)? Y ___ N ___ (If yes, what is the domain name? _____)
- If no, what domain name would you like to use?

- Would you be willing to register other names as well if it is necessary? Y ___ N ___
- If you haven't registered a domain name, do you need assistance in deciding on one? Y ___ N ___

- If you do not have a domain name, there are several websites to research a domain name such as www.dotster.com or www.nameboy.com.

IMAGES AND GRAPHICS

The quality appearance of your website has a lot to do based on the photos or graphics you choose for your site.

- Do you have an existing logo? Y ___ N ___
- Do you need assistance in creating a logo? Y ___ N ___
- Do you have graphics, art, or photos for your site? Y ___ N ___

You may send graphics to us in either digitized form on a diskette (GIF, JPEG, PNG, BMP, etc.), via email, or ftp file sending service like www.yousendit.com. You can also provide hard copy photos, which we will scan (additional fees apply). *If you need us to prepare specialized graphic elements in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch.*

SITE CONTENT

Please provide any written content for your website (*preferably formatted for Microsoft Word or any electronic text document*). It is very helpful if you will include a copy of your company's letterhead, brochures, business cards, catalog, etc. so we can see how you present your company's image and identity.

WEBSITE COLORS AND ACCENTS

- Do you have a particular color scheme in mind for your site? Y ___ N ___
If yes, please describe _____
- Should the website color scheme reflect your company's brand? Y ___ N ___

WEBSITE NAVIGATION SYSTEM

- Number of pages desired: _____
- Would you like your logo visible on every page of your website? Y ___ N ___

Nearly every website on the World Wide Web contains internal links (home, contact, product, service pages, etc.) external links (websites different from yours) and email addresses. Please describe what type of navigation system works best for you? If you are unsure, visit other websites that interest you to get an idea. As you surf the web, keep a list of sites that have the kind of look or layout you **like** and **dislike**. Did you find one especially easy to use? What graphically caught your eye? Did you notice what pulled you in **or** made you click off the site? These observations will help determine a style for your site.

WEB HOSTING SERVICE

Scarlett's Web® provides our own hosting services on UNIX and WINDOWS platform servers. We can work with your existing web-hosting vendor or recommend one tailored to your specific needs.

- Do you currently have a web-hosting provider? Y ___ N ___ If yes, who? _____
- Provider's Website: _____
- Would you like information on our hosting packages? Y ___ N ___

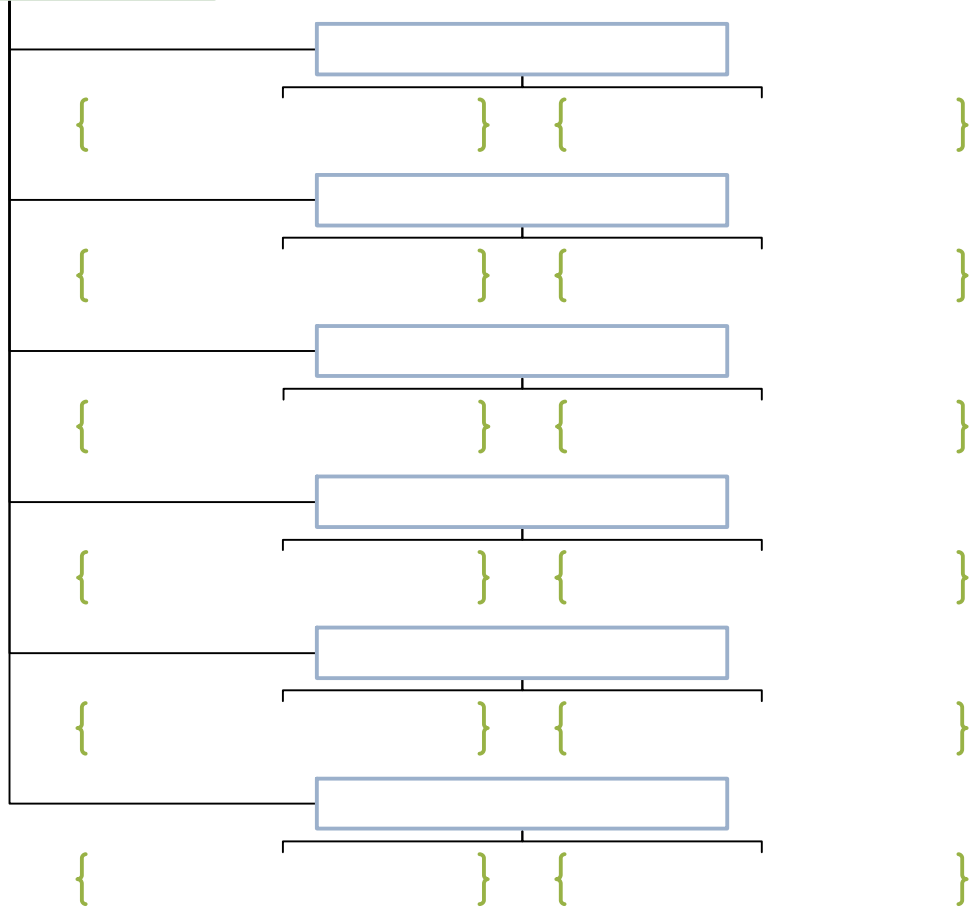
ADDITIONAL FEATURES

Many other possibilities exist to make your site interactive which can increase your traffic. If you've got fun or useful items, your customers are more likely to return often. Each of the following will require scripts, specific programming but all can add interactivity to your site.

Please circle what you might be interested in. We will also make recommendations if we feel these can be appropriate for you.

- | | |
|---|--|
| ▪ Calendar of Events | ▪ Affiliate Advertising: sell other products and earn commissions from other web pages |
| ▪ Site Search | ▪ Bulletin Boards/ Forums |
| ▪ Request, Response or Feedback Forms | ▪ Flash Animations |
| ▪ Newsletter capability | ▪ Videos and Streaming Videos |
| ▪ E-Commerce/ Cart Features | ▪ Guestbook for visitors to record comments |
| ▪ Email @yourwebsitedomain.com | ▪ Blogs |
| ▪ News for your industry, headline news or stock information from a service | ▪ Survey of Customer Preferences |
| ▪ Website Statistics | ▪ Other: _____ |

SITE LAYOUT



QUESTIONS?

If there is any information that Scarlett's Web® can supply to help you arrive at a decision, include such questions here or at any point in the RFP. We are happy to make available a list of clients as references for our past work.

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