



Dear Sir,

In reference to your request for a proposal, we have the pleasure to submit to the attached offer.

If you have any questions regarding this offer, please do not hesitate to contact us. We hope that this offer will meet your satisfaction. Looking forward for prosperous co-operation with your company.

Girgis Mickail

ELMOTAHEDA

FOR CONTRACTING AND TECHNOLOGY

Scope of work

1. Create a CMS (Content Management System) Website layout for **Manal Kitchen**
2. Hosting plans
3. E-commerce store support credit card payment (optional).
4. E- Marketing for the website (optional).

Manal's Kitchen Features

Front page will have the following:

1. Calendar of Manal's kitchen events **رمزاته خاصة بمواعيد البرنامج او الاحداث المصاحبة**
2. Features area on the front page for Dish of the day **مكان مخصص لطبق اليوم**
3. Article of the day **مكان مخصص لمقالة غذائية يومية**
4. Recent discussions **أحدث المناقشات**
5. User logging and new user registration **مكان دخول الأعضاء وتسجيل الأعضاء الجدد**
6. Bookmark Manal's kitchen (Add to favorites) **إضافة الصفحة للمفضلة**
7. Make Manal's kitchen your own Homepage **إجعلنا صفحتك الرئيسية**
8. Search for a recipe **بحث**
9. Download the latest Manal's kitchen program (video file) **تنزيل ملفات فيديو لحلقات البرنامج**
10. Ask Manal's Kitchen corner (A place which users can ask for a cooking advices) **إطلب وصفة غير موجوده**

Recipes pages will have the following:

1. The main recipe name with a short description with a fine photo, ingredients, how to prepare it, and tips on preparing. **مكان مخصص للوصفة و إسمها و عرض سريع للوصفة مع صورة لطيفة وأيضا المكونات وطريقة التحضير و ملاحظات على التحضير**
2. Links to related recipes **وصلات لأكلات قد تكون مناسبة مع هذه الأكلة**
3. Rate this recipe
4. Say your opinion (Discussion about this recipe) **شارك رأيك في المناقشة حول هذه الوصفة**
5. Send this recipe to a friend **إرسل لصديق**
6. Contact Manal link **إتصل بمنال**
7. Link to download video if available. **تنزيل فيديو تحضير الوصفة**

Search:

1. Search by category
2. Search by name of recipe

Main Navigation will have the following pages:

1. Home Page

8 Sebaweh El Masry st, Nasr City, Cairo, Egypt

Tel:4012399/4012398/4015090 Fax:2636010 email:info@elmotaheda.com



FOR CONTRACTING AND TECHNOLOGY

2. Recipes
3. About us (Manal's Kitchen)
4. Discussions
5. Ask for advice
6. Talk to Manal
7. Downloads
8. Useful Articles
9. Store (E-Commerce module if needed)
10. Contact us

Our Profile

El Motaheda is more than a name, it is a way of thinking, in Arabic it means that which is in union.

And that is our goal, to unify your requirements with that of your potential client's needs online.

Our team lead by Ehab Heikal has created and operated some of the largest web sites in the Middle East, our knowledge of technology is deep and driven by passion, a passion to technology. But we do not offer you technology we offer you a return on your investment, we will work with you to find out what is the best solution for you, we will focus not only on technology but on innovative and often viral ways to market and sell your products and services using the Internet as an extension to your business.

Our open source Internet technology will save you cost and effort and will allow you to provide your clients and prospective clients with a deeper and more engaging interactive experience.

We will help you use this new and wonderful communication medium to its full potential for your organization.

At El Motaheda, we try to merge your goals with that of your customers by using systems and design with a clear objective of reaching your business goals. This unity of your goals, your client's goals is our main objective at El Motaheda, hence our name.

ELMOTAHEDA

FOR CONTRACTING AND TECHNOLOGY

Reference List

Some of our websites portfolio:



ELMOTAHEDA

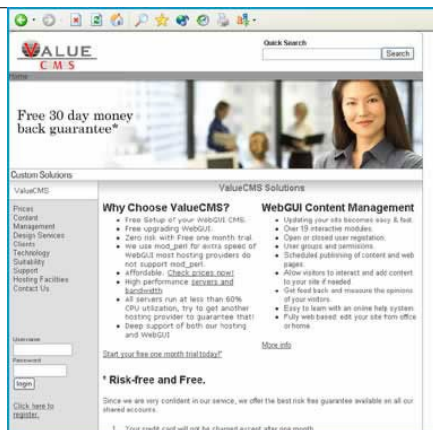
FOR CONTRACTING AND TECHNOLOGY



www.Gamalshaker.com



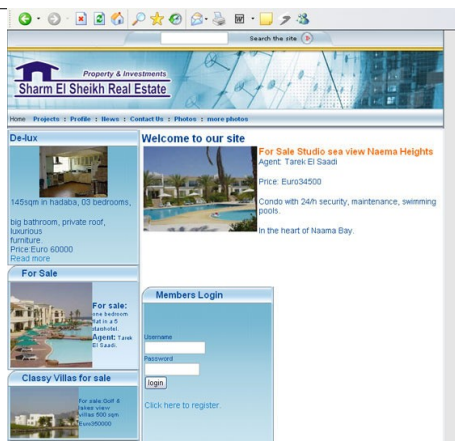
www.expoyptegypt.com



www.valuecms.com



Consumer Finance



www.sharm-realestate.com



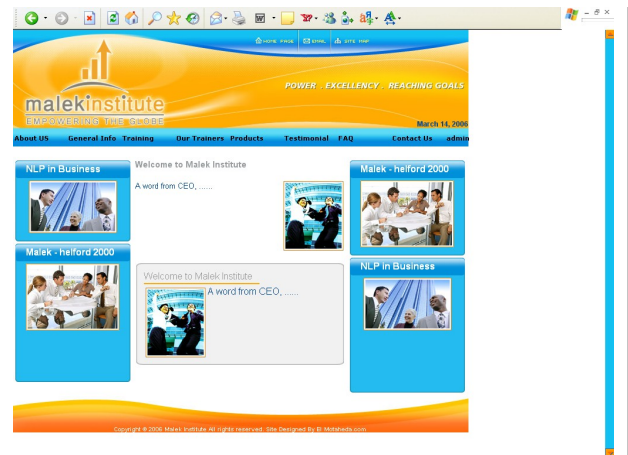
Cannon Egypt

ELMOTAHEDA

FOR CONTRACTING AND TECHNOLOGY



www.sonestamotors.com
(Under construction)



www.malekegypt.com
(Under construction)

The content management system Website Design

1. **The content management system** " which will make it easy to edit and maintain your website with yourself" will include the following modules:

a. CMS

- i. Article module
- ii. FAQ module
- iii. Calendar
- iv. Polls module
- v. Survey module
- vi. Events calendar module
- vii. Mail form module
- viii. Site Map module
- ix. User registration and group management.
- x. Unlimited pages (we provide data entry for only 120pages)
- xi. Search the website
- xii. Photo Gallery

b. Design:

- i. 2 Design templates (chose one of them)
- ii. Flash intro 5 sec if needed (could be included in the design template – we recommend this option)

This will cost: \$ 6850 (including data entry for up to 120 Pages extra page data entry \$ 8 and free if done by your staff)



FOR CONTRACTING AND TECHNOLOGY

Design Methodology

Web Site Design

Web page design is constrained unlike paper based designs we have to make sure that a page will load fast. To optimize the speed versus the graphical content we use iterative design. In this mode of design we start with a design and check its size, if it is not acceptable we change the design and repeat these steps. This takes more time and effort but will insure that the final site design is very close to optimal.

The saying “You never get a second chance to make a first impression” applies to web sites this is why the first page will be the most graphical of all the pages.

Interior pages will have very similar page layouts in terms of geometry and graphics used. This will insure faster page loading since a picture that was loaded in a previous page will load from the computer memory of the visitor not from the Internet and will thus be faster. We will thus try to reuse layouts and graphics where appropriate. This will improve overall site loading speed

Hosting Plans

Package1

We use a Hi-end servers connecting with different point of internet

- iii. 20 GB of hosting
- iv. Unlimited Emails (according to your hosting space)
- v. 60 GB of transfer per month
- vi. Domain name registration for one year
- vii. Control Panel
- viii. Web statistics to monitor all users and track them

This will cost: \$70 per month

Package2

Dedicated Server:

Fully managed P4 Server

1 Giga RAM

80 Gb of space

1500 Gb of transfer

We fully manage your server and make your life easier

This will cost: \$270 per month (We recommend this option in case of high traffic)

8 Sebaweh El Masry st, Nasr City, Cairo, Egypt

Tel:4012399/4012398/4015090 Fax:2636010 email:info@elmotaheda.com



FOR CONTRACTING AND TECHNOLOGY

Email list management system.

1. Web based subscription where user can add themselves to our mailing list.
2. Web based unsubscription where users can remove themselves from our mailing lists for proper net etiquette and conforming to laws.
3. Admin interface to send mails to users.
 - a. Add new users from text files or directly.

This will cost: **\$100 (Optional)**

Site Maintenance

As per Our Agreement

Optional

Any Additional website template will cost **\$120** (Could be used for Events, feasts or for site renewal)

Additional Email Template will cost **\$100.**

Email shot

- We have an **email list** of **300.000** email addresses in Egypt classified by age, sex and interests also including 10.000 Emails for companies and business. We can send direct email about the site to all those on the list. We can track user subscription and allow them to unsubscribe from the mailing list if they so choose in accordance with Internet etiquette

This will cost (including the mail shot design): **\$240 per shot**

E-commerce – online store

Important Notice

Negotiations with a local bank are not within the scope of our proposal.

You must create an account on www.2checkout.com

Payment processing and checkout

1. Support for credit card payments.

8 Sebaweh El Masry st, Nasr City, Cairo, Egypt

Tel:4012399/4012398/4015090 Fax:2636010 email:info@elmotaheda.com



FOR CONTRACTING AND TECHNOLOGY

2. Support for check and purchase order payments
3. Support for real time processing with 29 gateway services:

Our Tool is the most efficient marketing tool you'll have. It's easy to keep your catalog up-to-date and excite your customers with new specials every day! Through your website you can accept orders anytime and anywhere your customers want to place them. Your customers will love the convenience of placing orders online - and you'll love the ability to rapidly and efficiently inform them of new products, updates, and specials.

E-commerce System

Platform and database

- Server Operating systems support must include all Unix/Linux and Windows
- Easily import/export data to/from CSV files and advanced databases

Web based administrator.

- All configuration is web-based
- Password-protected administrative access
- Manage your store from anywhere - all you need is an Internet connection
- Set up multiple users with different levels of access
- Make changes to your store in real time
- Easy to follow menu system

Store categories

- Supports an unlimited number of categories
- Create an unlimited number of levels of categories
- Supports different display types for products within categories
- Run category-wide discounts based on percentages or currency amounts
- Enter search keywords for the store's search function
- Choose to use different displays for each product and up to three different size images
- Ability to include product-specific text in email confirmations
- Two different descriptions for different displays
- Support for best seller, new item, specials and splash page displays
- Product-level shipping method choices including realtime rates, default product based pricing and custom shipping scripts
- Support for digital goods - including full download capabilities
- Ability to relate products to one another to cross sell them
- Each product can be related to numerous categories
- Product options can be of various types including textareas and textboxes (which allow customer input) and selection lists, radio buttons and checkboxes (which allow customer choices)



FOR CONTRACTING AND TECHNOLOGY

- Product option selection items can have positive/negative price and weight changes on the item cost and support recurring billing
- Each product option can be related to numerous products
- Front-end search against keywords, description, product name and product number fields

Payment processing and checkout

- Support for contact customer and offline credit card.
- Support for Bank Misr payment service.
- Support for check and purchase order payments
- Support for realtime processing with 29 gateway services:
Authorize.Net (SIM & AIM); Verisign (Payflow Link); 2CheckOut (Authnet Interface); PayPal; WorldPay (DirectPay); Cardservice International (Linkpoint HTML & API); Wells Fargo (BoA & Authnet Interfaces); iTransact; Bank Of America; viaKLIX; PaySystems; ECHOnline; EFSNET; InternetSecure; Caledon; PlugNPay; SurePay; SkipJack; PSiGate; Netbilling; BluePay; NOCHEX; SECPay; ProtX; Spectre; FirstPay; Planet Payment (Weblink); RT Ware (Weblink); GoRealTime.Com
- Can run multiple payment methods at once
- Fully customize the order form - including creation of extra fields presented for customer completion at checkout
- Additional checkout options include discount code entry, tax ID number entry for exemptions and an option to be added to the mail list
- Support for a minimum total needed to checkout

Layout and site design

- The administrator has a full content management system built-in with the ability to create script based HTML pages
- Embedded program-specific tags allow you to include program variables and even code routines in your HTML for flexibility.
- 100% of the front-end layout is configurable
- Create new product detail, thumbnail and category displays on-the-fly
- Change the text of all system messages
- Change the different email templates used by the program
- The store portion of the front-end is 100% dynamically generated based on choices in the web-based administrator
- Using the remote APIs, it's possible to use your existing HTML-based product pages with the store

Shipping method support

8 Sebaweh El Masry st, Nasr City, Cairo, Egypt
Tel:4012399/4012398/4015090 Fax:2636010 email:info@elmotaheda.com



FOR CONTRACTING AND TECHNOLOGY

- The program supports shipping choices on the product level - meaning one product could be downloaded whereas another could be shipped realtime where a third may be custom based
- Support for realtime rates is available for: UPS OnLine® Tools, FedEx Direct-Connect, USPS Web Tools and Intershipper
- Support for embedded tracking information on orders is available for: UPS On-Line® Tools, FedEx DirectConnect and USPS
- Default product-based shipping methods allow you to specify a per-item charge at the product level
- Custom shipping methods allow you to use custom shipping scripts to specify custom calculations of charges at the product level
- Manage your connection status with UPS OnLine® Tools, FedEx DirectConnect, USPS Web Tools and Intershipper realtime using the web-based administrator
- Support for additional per-package handling charges
- For realtime methods: The ability to ship items in single boxes, group with other items or to ship in separate boxes

Discounts, sales and taxes

- Support for the entry of discount codes at checkout
- Discount codes are set up using the web-based administrator
- Discount codes can be set to expire on use or be of the non-expiring type
- Discount codes can include/exclude certain items at the administrator's discretion
- Discounts can be done as a currency amount or percentage of the items ordered
- Unused portions of currency amount discounts are saved for future use
- Custom sale logic allows the administrator to use custom scripts to calculate sales at checkout
- Taxes can be calculated for both State/Provinces and Countries
- Items can be marked individually as tax exempt
- Multiple taxation localities are supported

Order management, reporting and accounting export

- Order management functions include a fully searchable database table, the ability to enter shipping dates and tracking numbers for ordered items and the ability to include comments
- Customers have the ability to track their orders realtime using the front-end
- Administrator based reports include:
Administrator Access Log; Product Statistical Report; Page View Report; Daily Activity Report; Search Term Report
- A reset reports function is available to reset reports selectively



FOR CONTRACTING AND TECHNOLOGY

- Accounting exports are available for both Quickbooks & Peachtree

Customer care

- The program uses both cookies and URL management to ensure customer shopping carts are retained throughout the shopping experience
- User billing and shipping info is stored in cookies so it can be pre-populated on return visits
- Customer account functions allow customers to set up accounts, edit them and retrieve lost passwords
- The administrator can select whether logging into a customer account is a requirement to checkout

File Management

- Full file management functions are available within the web-based administrator
- The administrator has the ability to upload image and media files
- The administrator has the ability to upload downloadable files
- All files uploaded via the program can be viewed/deleted via the web-based administrator

Affiliate management functions

- The program comes with a built-in affiliate program
- The administrator can choose to track referrals with cookies
- At the administrator's discretion, maximum payouts per order based on a currency amount or percentage can be set
- The administrator utility has functions to activate affiliates and assign commission levels
- Affiliate front-end functions include account creation and management, lost password retrieval, linking information and order & sales reports

Banner Ads, email and mail list.

- A built-in banner ad rotation program that allows you to add banners to be rotated randomly on the site
- Choose what banners to display and where on the page they go
- Both the front-end and administrator utility have contact modules that allow for email based communication between customers and administrators
- The program is delivered with a full-blown mail list program that allows the administrator to send text-only or HTML-based email messages to subscribers
- The mail list function allows customers to subscribe/unsubscribe via simple links



FOR CONTRACTING AND TECHNOLOGY

Dynamic Forms

- A dynamic form function that allows for the setup of web-based forms using a simple administrator interface
- Choose what types of form fields to present, the questions asked and the email to which results from each form are sent

Digital Subscription module

- Allow multiple subscriptions.
- For each subscription set allowed users and the expiry date for each user
- For each subscription type administrator can add files to subscription that subscribers of this type can download.
- Before the expiry of each user's subscription an automated plain text email is sent to the subscriber telling him/her of the subscription expiry

- Multiple downloads can be put in a page

This will cost: **\$5200 (Optional)**

E-Marketing

Promotion Bundled

In the early days of the Internet, marketing used to be easy - a listing on Yahoo! very often being sufficient to guarantee a steady stream of targeted visitors to your site. These days though, the market has matured and promoting your site where it counts is now the domain of experts. Internet marketing is very often the forgotten element in a web project with budget set aside for the development of a site and little left over to promote it.

El-Motaheda believes that marketing is just as important as the development of the site. After all, if starting a “bricks and mortar” business, it would still be necessary to advertise to become established –the same is true of an Internet business. In lights of that we will join you in hand in hand to build traffic for your website and as pointed out earlier this is a long term partnership .

We are offering you a budget of \$ 3,500 worth of advertising to be purchased on mashy.com if we have a content of your recipes published on mashy.com and referring this content to your site (Manal's kitchen website), content could be around 80 recipes.

World Traffic Rank on Alexa Ranking :



FOR CONTRACTING AND TECHNOLOGY

Traffic Rank for mashy.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
2,460	3,746	6,374	▲ 3,609

El Motaheda will manage your company marketing strategy according to your budget and we will have a percentage of your budget ranges from 20% 10% according to budget.

Project Duration

Total project duration: 60 working days.

Terms & conditions

- This offer Expires in 4 weeks from receiving it.
- This offer doesn't include sales tax which is 10%

Payment Method

- Payment Method: 50% upon signing contract
- 50% when site is online on the Internet.

Thank You

I hope that our offer meets your requirements and as you noticed we tried our best to make it suitable for your company.

Yours truly,
Girgis Mickail

Senior Web Consultant

www.elmotaheda.com

Mob: +20 10 112 5040

Tel: +202 4042 753 - 4053 313

Fax: +202 2636 010

8 Sebaweh El Masry st, Nasr City, Cairo, Egypt

Tel:4012399/4012398/4015090 Fax:2636010 email:info@elmotaheda.com