

PROJECT PROPOSAL

RAJ RATAN JEWELLERS

TRUST | TRADITION | TIMELESS BEAUTY

*A Digital Experience for
a Timeless Legacy*

*Where
Every Ratan
Tells a Story.*

SINCE 1965

 Prepared For Raj Ratan Jewellers	 Prepared By Webnest Solution	 Project Premium Corporate & Jewellery Showcase Website	 Quotation Date 25 April 2025	 Validity 15 Days
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1. PROJECT OVERVIEW

WebNest Solution proposes to design and develop a premium, modern and responsive website for **Raj Ratan Jewellers**, reflecting the brand's heritage, craftsmanship, trust and premium positioning. The website will showcase your jewellery collections, brand story and store information, while providing a seamless and engaging user experience across all devices. Our goal is to create a digital presence that strengthens your brand, enhances customer engagement and supports your future growth.

2. SCOPE OF WORK

-  **Premium UI/UX & Brand Experience**
Custom design aligned with Raj Ratan's premium positioning.
-  **Homepage Design & Development**
Engaging, modern and conversion-focused homepage.
-  **About Us & Brand Story**
Storytelling, heritage, values and vision.
-  **Jewellery Collections & Categories**
Category-wise jewellery showcase (Gold, Diamond, Bridal, etc.).
-  **Product Showcase / Catalogue**
Elegant product listing and detail pages (up to 100 products).
-  **Gallery & Visual Showcase**
Showcase collections, store, events and brand imagery.
-  **Contact & Enquiry System**
Contact form, product enquiry, store details and Google Maps.
-  **WhatsApp & Social Media Integration**
WhatsApp enquiry and social media links.
-  **Basic SEO & Search Engine Setup**
On-page SEO, sitemap, Google Search Console, analytics.
-  **Mobile Responsive Development**
Optimized for desktop, tablet and mobile devices.
-  **Performance & Security Optimization**
Fast loading, image optimization, SSL and basic security.
-  **Testing, Deployment & Launch**
Full testing, bug fixing and production deployment.

3. INVESTMENT BREAKDOWN

Sr. No.	Scope of Work	Amount (INR)
1	Premium UI/UX & Brand Experience	₹35,000
2	Homepage Design & Development	₹35,000
3	About Us & Brand Story	₹15,000
4	Jewellery Collections & Categories	₹30,000
5	Product Showcase / Catalogue	₹35,000
6	Gallery & Visual Showcase	₹15,000
7	Contact & Enquiry System	₹12,000
8	WhatsApp & Social Media Integration	₹8,000
9	Basic SEO & Search Engine Setup	₹20,000
10	Mobile Responsive Development	Included
11	Performance & Security Optimization	₹15,000
12	Testing, Deployment & Launch	₹15,000
TOTAL PROJECT VALUE		₹2,60,000

* GST will be applicable as per prevailing regulations.

4. PROJECT TIMELINE

Estimated Delivery: 8 – 10 Weeks



5. PAYMENT SCHEDULE

40%	₹1,04,000	Project initiation (upon confirmation)
30%	₹78,000	After design & frontend approval
20%	₹52,000	After development completion
10%	₹26,000	Before final launch

6. KEY DELIVERABLES

- Premium responsive website
- Up to 100 products uploaded
- Enquiry & contact system
- WhatsApp integration
- Basic SEO setup
- Google Analytics & Search Console
- Performance optimization
- Testing & deployment
- 30 days bug-fix support

CLIENT RESPONSIBILITIES

- Provide logo, content, product images
- Product information and pricing
- Company & store details
- Timely feedback and approvals

EXCLUSIONS

- Online payment & shopping cart
- Customer login / order management
- Advanced SEO / digital marketing
- Hosting, domain, third-party fees
- Professional photography / video

FUTURE EXPANSION

- E-commerce functionality
- Inventory & CRM integration
- Mobile applications
- Advanced marketing tools
- Additional features as per requirement

TERMS & SUPPORT

- Quotation valid for 15 days
- Reasonable design revisions included
- 30 days post-launch bug-fix support
- Additional changes quoted separately
- Final handover after complete payment

7. ACCEPTANCE

By signing below, you confirm acceptance of this proposal, scope of work and commercial terms.

For Raj Ratan Jewellers

Name: _____
Designation: _____
Signature: _____
Date: _____

For Webnest

Name: _____
Designation: _____
Signature: _____
Date: _____

*"Let's build a digital presence
that shines as bright as your legacy."*