



Web Development
Software Development
Midmarket Solution Provider



Enter Caps®

Web Designs , IT Solutions & Training Center



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Providing , **Creative Designing** for
Web and 3D Graphics



2. INTRODUCTION

If you are looking for a complete package of world class services (Web design, web hosting and search engine submission) then you have come to the right place.

ENTER CAPS is a world class web solutions company providing affordable web site design & developing and web hosting services including domain registration Search Engine Optimization (**SEO**) and website submission (**SES**) to major search engines (Bing , Google , Yahoo , MSN , and many more).

Our team consists of a group of professional web designers, web developers and web masters ready to fulfill all your Internet business needs starting from domain registration to developing your business or personal website and performing web administration tasks to relieve your mind of the headache of administering your website.

We offer a full range of web services & internet solutions for all your online needs starting from analyzing your needs, designing your website and creating a business logo if required, website hosting on our web servers and finally announcing your web presence to the world or what we call Internet Marketing.

In building your website we use the latest **SEO** (Search Engine Optimization) techniques to ensure high ranking in search engines which is the first and main step in being recognized throughout the online business community.

The Internet is a huge marketplace you cannot ignore. Your web site is your door to this market place.



3. COMPANY OVERVIEW

3.1 ABOUT **ENTER CAPS**

We offer the Best Internet Web Design Services! Our professional Web Design team caters to all size businesses or individuals.

Internet Web Design that keep your scope, development and implementation at hand. We are by far the Best Website Design Company in world class services!

Maybe your current site needs a touch up or a face lift using fresh content, new graphics or just general maintenance, we can do that too! There is no job to big or small we do it all.

We make beautiful website designs. We use flash, java script and latest designs to have friendly interface as well as search engine friendly websites.

Our competent graphic designers provide fascinating designs for your logos, brochures, corporate identity and presentations to your utmost satisfaction.

Our Web Designers & Programmers are both skilled and experienced in the latest development tools and techniques to provide you world-class solutions.

Web Development at **ENTER CAPS** Company has the competence to perform PHP web development, Asp and Asp.Net web development and other web application development services.

We develop websites according to the requirements of the clients.

The **ENTER CAPS** Company is a meeting ground of ignited minds.

Our team comprises of a rich mix of skill and experience, adequately supported by state-of-the-art infrastructure.



3.2 OUR TEAM

Our team comes from a variety of backgrounds and disciplines, bringing together a large and diversified pool of expertise which can be summarized in the following.

ENTER CAPS Management Team: Our management team has extensive experience in the IT, Internet and Telecommunication Industry, much of which was spent working in large multinational corporations and have a variety of skills in the following areas:

- Business & IT Consulting
- Customer Relationship Management
- Project Management
- Web Site & Portal Development
- Business Consulting
- Technical Development & Solution Architecture
- Web, Multimedia & Print Design
-

Creative Design Team: Our design team has extensive experience in web design, logos, print, animation, 3D and multimedia and are experts in a variety of design tools including:

- Adobe: Photoshop, Illustrator, Premier
- Macromedia: Director, Flash MX, Dreamweaver,
- Others: 3D Studio, Freehand,
-

Web Development Team: Our certified development team combines a unique blend of very talented developers, mastering a variety of programming and database management tools including:

- Microsoft: ASP.net, VB.net C#, Visual Studio.net.
- Databases: MS SQL, MS Access, My SQL, Oracle
- Other Programming Languages: Java Script, Flash Action Script, HTML, XML, DHTML, CSS, XSL, AJAX



4. ASSUMPTIONS AND POLICY

This proposal is based on a number of assumptions, in case some of them are not fully accurate this should be highlighted in order to review the proposal. These assumptions are as follows:

- The web site will be developed in English. Other languages can be added on request and will be charged extra. Furthermore, our sites come with an English backend and if this is required to be translated into another language, this would be charged extra.
- The sites dynamic modules (which are all database driven and include a backend for content updating) will be implemented using Microsoft Dot net Technologies
- From experience, we have found that successful projects start with detailed requirements definition, which is the responsibility of the customer to define. As such this proposal includes the entire scope of work for the project and anything that is not explicitly mentioned in this document is considered out of scope.
- In case the customer is not sure of what is needed, we provide pre-project consulting services to help define detailed requirements, main business processes of the site, as well as the usability design. This service is charged extra and will be quoted upon request.
- Static sections of the site are defined as those sections that are not database driven and use a content editor to update content. In such sections, it is the responsibility of the customer to ensure that these pages are formatted proficiently in order to have a professional looking site. We can also provide content publishing services to ensure that these pages look good and this is charged separately.
- Dynamic sections of the site are all database-driven and utilize forms on the backend to update content and related services. This is always coupled with a front end design that is implemented by us, which ensures that when information is retrieved from the database by the front end visitor, it will always maintain a professional layout.
- With dynamic modules, it is mandatory that the customer provide a list of all fields that will be needed during the proposal phase of the project in order to help determine the project scope. As part of the proposal, we assume that these fields are final and any changes during development will be subject to additional cost.
- For all our modules and solutions, we have developed comprehensive demos that illustrate all the functionality and capabilities that are included. In case changes are needed to these modules/solutions, it is the responsibility of the customer to identify the nature of these changes so that we can determine if any extra cost apply.
- Our concept design includes design for the homepage and we provide 2 rounds of edits on all design work. In these rounds we accept unlimited number of comments and feedback. In case further changes are required we reserve the right to charge for these changes.
- Since design is a very subjective and taste dependent activity, we request from our customer to provide design input prior to the start of the process. Design input requested includes company logo, preferred color scheme (if any), sample sites/design they like, images relevant to their business as well as any corporate branding guidelines that need to be taken into consideration
- In case of larger projects and custom work, extra design cost will be applicable to cover the design of internal pages that are not part of any standard module. All internals will be developed and approved prior to the commencement of any development work.
- All our sites are certified compatible with IE (6, 7, and 8) and Firefox browsers on the frontend, other browser cost extra and will only be certified upon request.
- Upon completion of the build stage for the site and internal testing, the site will be put online for user acceptance testing and we will allow for 2 rounds of unlimited comments and feedback, further comments may be charged extra at our sole discretion

5. READY PACKAGES:

5.1 WEB PACKAGES:

Your website can be up to date at all times with A professionally design packages here.

Packages	Bronze	Silver	Gold	Premium	Ultimate	E-commerce
Hosting & Domain	100MB hosting + domain registration	250MB hosting+ domain registration	250MB hosting +domain registration	500MB hosting +domain registration	1 GB hosting +domain registration	1 GB hosting +domain registration
pages	4 Static Content	4 Static Content	4 dynamic content pages	Unlimited dynamic	Unlimited dynamic	4 pages
Eye-catching and professional themed Customized design	1 sample	1 samples	1 samples	1 samples	1 sample	1 sample
Components	<ul style="list-style-type: none"> • Contact us core form • JQuery headers 	<ul style="list-style-type: none"> • Newsletter with (conformation letter & Data Base) • Site Map • Contact us core from • Product catalog • Jquery header 	<ul style="list-style-type: none"> • News letter • Contact us • Site Map • jQuery header • News manger 	<ul style="list-style-type: none"> • News letter • Contact us • Site Map • Jquery header • Visitor Counter • Web page manger • Product catalog 	<ul style="list-style-type: none"> • Contact us • Jquery header • Web Page Manger • Product catalog • News manger • Photo gallery • Video gallery 	<ul style="list-style-type: none"> • Product catalog • Registration, login, profile account • Shopping cart • Buy module. • Newsletter. • News manager
Price: Cost in L.E " US Dollar "	L.E 3000 "\$ 500"	L.E 5000 "\$ 850"	L.E 5000 "\$850"	L.E 8000 "\$ 1350"	L.E 12000 "\$ 2000"	L.E 12000 "\$ 2000"



6. EXPLAIN OUR SERVICES & MODULES:

We offer our customer a Variety of design services covering various aspects of website design, our design service encompass and address a wide-range of design elements that collectively make your website as attractive as can be, these are:

Brief our Services:

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6.1 DOMAIN REGISTRATION

Domain name is the first step to doing all this and more. It's **your 'address' on the World Wide Web**, and along with your Web site, serves as your 'online identity,' reflecting your purpose and personality. Friends, family, customers - anyone in the world with Internet access - can type your domain name into their Web browser and visit your Web site.

Domain registration		
▪ Domain registration	→ \$ 15	L.E 100



6.2 WEB HOSTING

Web hosting .NET's Virtual Hosting Solutions [VHS] provides a Windows Server 2008 infrastructure in a secure, fully managed server environment with administration tools necessary to construct and manage a professional Enterprise-class presence on the Internet.

Type	Bronze	Silver	Gold	Platinum
Disk Space	100 MB	250 MB	500 MB	1 GB
Bandwidth	1 GB	3 GB	5 GB	10 GB
Mailboxes	3	7	10	20
Operating System	Win. 2008	Win. 2008	Win. 2008	Win. 2008
Price: Cost in US Dollar	\$ 50 / year	\$ 100 / year	\$ 150 / year	\$ 220 / year

Web Hosting & Servers

We have the right-sized, right-priced plan for you.





6.3 CONCEPT DESIGN

We offer our customers creative concept designs that are tailor-made for each customer based on their preferences, favored colors, site objectives and nature of industry they work in the industry. Since design is always subjective we request that our customers provide us with a set of input that helps us understand their needs and customize the design to their taste and preferences. We offer 2 alternatives :We design 1 main page plus 3 internal pages as a default package.

Standard Concept Design:

This consists of one design option and 2 rounds of changes. Additional rounds of design changes are charged extra

Premium Concept Design:

This consists of 3 design options and 2 rounds of changes on the selected design. Additional rounds of design changes are charged extra.

Key input we require is as follows:

- Company Logo and preferred colors (if any)
- Short brief on the company's main activities and industry they work in
- A sitemap for the project
- Examples of sample sites the customer likes
- Any marketing material or corporate guidelines that need to be followed

NO	Item	Description	Unit price	Price
1.	Website concept& layout Design	<ul style="list-style-type: none"> • Completely custom, unique and eye-catching layout design • Web 2.0 design • Home page in different & stunning design • Matching navigation bar on interior pages • Required JAVA menus • Personalized and informative content • Required animation • Artwork and stock photos • Required links and navigation buttons • Java script and special effects • Custom buttons and icons • Required contact /feedback/complaint form • Location MAP • Site MAP • Meta tags & important behind the scenes search engine positioning support. 	-	

Price:			
▪ Concept Design →	\$ 450	2750 L.E	
▪ Premium Design →	\$ 830	5000 L.E	
Extra related internal page	\$ 45	250 L.E	





6.4 WEB PAGE MANAGEMENT SYSTEM (WPM)

The web page manager is a great tool for building static pages in your site. The module enables the site owner to create unlimited static pages using a backend, all of which will be created with a content editor. The module supports the creation of pages, editing Meta-tag info, deleting/deactivating pages and editing their content via a powerful content editor, which can be used to manage content, images, formatting, colors, tables as well as many other features. Key feature of the module include the following:

- Ability to create unlimited number of static pages
- Auto reflection on the website menu with 3 levels of sub-listing
- Choice among a number of pages layouts to choose from
- Ability to set and edit each web browser page title, menu name, description and meta tag information
- Creation of unlimited menu independent pages to be accessible through hyperlinks from any other page contents
- Ability to delete and deactivate pages that are still not ready for publishing
- Ability to easily re-order the pages from the backend
- A powerful WYSIWYG (MS Word like) content editor on all created pages that enables the site owner to edit a variety of content types through the following key features:
 - Content formatting, alignment, spell check, tables, styles and colors
 - Support for importing content directly from word (with or without formatting)
 - Using html to create more advanced page content
 - Support importing of images, flash, video and various document formats
- The default language for the backend is English
- Multi-lingual support for creating pages in several languages (at an extra cost)

WPM		
▪ Web page Management System (WPM)	→ \$ 420	L.E 2500

6.5 JQUERY BANNERS

Flash banners are nice design option to developing site headers that are more dynamic and deliver different messages as well as a changing look and feel for your site. Flash banners vary in price depending on the customer needs. The differences are difficult to quantify, however the main differences between the various levels offered, are related to the time we spend on creating it, since with flash the more time you spend, the higher the quality of the end product. We offer 3 different options to select from:

Standard Banner:

We usually spend 1-1.5 days creating the banner and allow for 1 round of changes

Professional Banner:

We usually spend 2 days creating the banner and allow for 2 rounds of changes

Key input we require is as follows:

- Company Logo and preferred colors (if any)
- Key messages that the customer wants to deliver to his target market
- High quality images relating to the customers' business
- Sample intros the customer likes so we can help assess which package suits his needs
- Any marketing material or corporate guidelines that need to be followed

Price:		
▪ Standard Flash Banner →	\$ 100	L.E 600
▪ Professional Flash Banner →	\$ 200	L.E 1200



6.6 JQUERY INTRO

As part of our bouquet of design services, we develop flash intros for our customer. These are usually marketing oriented and help in providing an overview for the customers prior to entering the site. Before developing any intro, we develop a storyboard to be approved by the customer; this storyboard is usually a series of images which act as a walk-through of the intro, thus allowing customers to get a good feel for the end result. Flash Intros vary in price depending on the requirements and we offer 3 different options to select from:

Standard Intro:

These are usually 15-20 second intros and use more standard animation effect

Professional Intro:

These are usually 30-35 second intros and also use more standard animation effect, but differ from our standard offering in terms of length

Custom Intro:

These are highly dependent on the concept of the intro and are sized in accordance to the need and requirements of the customer.

Key input we require is as follows:

- Company Logo and preferred colors (if any);
- Key messages that the customer wants to deliver to his target market
- High quality images relating to the customers' business
- Sample intros the customer likes so we can help assess which package suits his needs
- Any marketing material or corporate guidelines that need to be followed

Price:		
▪ Standard Intro →	\$130	750 L.E
▪ Professional Intro →	\$ 250	1500 L.E
▪ Custom Intro →		TBD based on scope

6.7 NEWSLETTER

Newsletter module will be used by the users to subscribe to the website newsletter through their names/e-mails; administrator can use this database in the future to send newsletters using newsletter sending option.

Price:		
▪ Newsletter →	\$	L.E 600

6.8 NEWS MANAGER

The news manager will allow site owners to build a news section for their site through a dynamic database driven module. Using the backend, site owners can create, delete and edit news including title, brief, full text and upload a related photo. The news module also support a clickable news ticker that can be placed anywhere on the site. Key feature of the module include the following:

- Create, edit and delete news
- Each news has a title, brief, photos and details
- Comes with a vertical or horizontal scrolling marquee
- Ability to archive old news
- A page containing title, photo and brief of the news can all be viewed on one page with the ability to click more for viewing the entire story.
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:		
▪ News Manager →	\$ 250	L.E 1500

6.9 REGISTRATION, LOGIN & MY ACCOUNT

The registration and login module allows customers to restrict part of the sites to users only after they have logged in. It is an important ingredient of any events site and allows customers to view registration history, change their profile info and password as well as access other personalized services, also it will be useful to be used in the website we have here in hand, for all the training clients use.

- Registration form for new members containing both mandatory and optional fields
- Forgot your password link
- Welcome message after successfully logging in, with remember me functionality
- My account page containing links to my profile, change password and other personalized services that are contained within the site
- Standard fields included are name, country, state, city, PO Box, address, e-mail, phone, mobile, gender, company, title, username, password and confirm password
- Other fields can be included to gather more demographic information about the customer upon request.
- Registration username will be the users email

Price:

▪ Registration, Login & My Account →	\$ 250	L.E 1500
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6.10 POLL MANAGER

The poll manager enables site owners to survey their customers quickly and efficiently without the need for expensive and long surveys. Site owners can publish questions with multiple choice answers and get quick feedback from their customers on a wide range of issues.. Key feature of the module include the following:

- User can vote on existing polls by choosing the appropriate answer
- Users can view statistics for the current poll and are not able to vote more than once on any given poll
- Admin can create, view, edit and delete polls from the backend
- Admin can also view poll results from the backend
- The default language for the backend is English
- Multi-language support is also available (at an extra cost)

Price:

▪ Poll Manager →	\$130	L.E 750
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6.11 SPLASH PAGES

Splash pages are usually created for sites that contain multiple languages or multiple sites, to make these sites more easily accessible for the site visitors. We offer 2 types of splash pages, either html based or Flash based. In both cases they are simple in concept and the design is usually based on the company logo, 1 or more main images as well as links to the main websites that require highlighting, mainly languages as mentioned earlier.

Price:

▪ HTML Splash Page →	\$50	L.E 300
▪ Flash Splash Page →	\$100	L.E 600

LET US MAKE YOU HAPPY



6.12 CONTENT PUBLISHING

In order to ensure that the site internal pages are professionally laid out, we recommend that the initial content publishing be done by its professional team of designers, especially of those section of the site that are updated using a content editor, since the look and feel of these pages will highly depend on the skills of the admin to format and develop consistent and professional looking pages.

We do not recommend that we do this for dynamic database driven modules and custom work, since these are usually form based and the front-end will always look the same. However for such pages like services offered, about the company, management team, board of directors, etc., from experience we believe that the overall site will look much better if we are in-charge of the initial content publishing

We provide several packages for this service, which depends on the total number of pages that need to be published to the site, regardless of the language they are in.

We assume that all content will be provided in MS Word format and will be final. A page is defined as 1 page in MS Word, single spaced, with font 12 or above. Also any images that need to go with the text should be provided by the customer.

Price:			
▪ Content per Page	→	\$ 17	L.E 100
▪ 10 Page Package	→	\$150	L.E 900
▪ 20 Page Package	→	\$ 250	L.E 1500

6.13 CONTACT US

this module contains form with need information from 4~10 fields can be filled and sent to administrator by mail and saved in database for later use

Contact us			
Contact us		\$ 70	(400 L.E)
+ Contact us Auto Responder Mails (To User)		\$ 20	(120 L.E)
+ Contact us Stored In Database		\$ 40	(240 L.E)



6.14 ONLINE PAYMENT

is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. An online shop, E-shop, e-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping Centre. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business it is called business-to-business (B2B) online shopping.

Online payment		
Online payment		\$ 500 (3000 L.E)

6.15 SITE SEARCH

A web search engine is designed to search for information on the World Wide Web... sites, creating a searchable database of file names; ...

Site search	
Site Search –Google Search Integration-	\$ 75 (450 L.E)

6.16 VIDEO & PHOTO GALLERY

Full Gallery of section with animation &light box effects photos with categories and link with YouTube channel for upload videos.

Photo Gallery	
Photo Gallery	\$ 140 (850 L.E)
+ Photo Gallery Categories	\$ 40 (250 L.E)

Video Gallery	
Video Gallery -YouTube-	\$ 75 (450 L.E)
+ Video Gallery -YouTube- Categories	\$ 40 (250 L.E)
+ Video Gallery -YouTube- Normal Video	\$ 40 (250 L.E)

6.17 FAQ

FAQ is an acronym for "Frequently Asked Questions". The purpose of an FAQ is usually to provide generic answers to the most frequently asked questions, so when a person comes along asking this question he or she can be sent to the FAQ to spare people the effort of typing out the same old answer all over again. Most newsgroups have an FAQ of their own.

FAQ	
FAQ	\$ 150 (900 L.E)
+ FAQ Users post questions	\$ 40 (240 L.E)

6.18 EVENT MANGER

Event management is the application of project management to the creation and development of festivals, events and conferences.



Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry

Events Manger	
Events Manager (Calendar)	\$ 150 (900 L.E)
+ Events Manager Categories	\$ 60 (350 L.E)

6.19 SOCIAL HUB

Media and social networks become one of the most effective ways to promote for services and products; in this section we will provide the following.



- 1- Build Facebook fan page
- 2- allow clients to share products and offers in their Facebook pages
- 3- allow clients to comment under products
- 4- build twitter account
- 5- build YouTube channel to add various videos and these videos can be automatically published on website

Price:

▪ Social HUB→	\$ 250	1500 L.E
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6.20 RESERVATION SYSTEM

Through this module website administrator could manage online reservation offers and manage its starting & end date, users could reserve online offers provided by the admin.

Also users in case of no online reservation offers then they could fill in a reservation request form to be sent to specific email, to be confirmed after that outside this module.

Reservation system	
Reservation system	\$ 1000 (6000 L.E)
Custom Reservation	TBD based on scope

6.21 BANNER SYSTEM

Through this module, the web site administrator can manage unlimited number of banners on specified banners zone

The administrator shall have the ability it manage advertising and their banners impressions / rotation frequencies.

Banner statistics shall be available to the administrator, in terms of views and clicks.

Banner system	
Banner system	\$ 150 (900 L.E)

6.22 PRODUCT CATALOGUE

It is destined for displaying a product catalogue or a price list of an organization. The number of nested levels for product categories is not limited. The stock list may be divided into pages. Search by position is implemented.

Product catalog	
Product catalog + categories +category search	\$ 500 (3000 L.E)

6.23 SHOPPING CART

This module for let your customer take a tour in your site with easy way to collect their need service or product with any amount in a one cart, to calculate all price to convert to payment system.

Shopping Cart	
Shopping Cart	\$ 320 (1900 L.E)

6.24 CAREERS SYSTEM

this module help you to display all available jobs added by the website moderator in a separate section and allow candidate to apply on them, aslo there will be an email address for general job posts

Careers system	
Careers system	\$185 (1100 L.E)



6.25 BUY MODULE

This module contains form with need information from 4~10 fields can be filled with all requirements details from your customer to send their need products with "Cash on delivery" system and sent to administrator by mail and saved in database for later use also.

Buy module	
buy module	\$167 (1000 L.E)

6.26 USEFUL LINKS

If any organization in some way have many sponsors we create their logos ,link them! It extends credibility, and it furthers the notion that modules can be sponsored. Imagine how great it would be to have more of your module work sponsored (that is, your time is compensated in some way).

Useful Links	
Useful Links	\$ 40 (250 L.E)

6.27 GUEST BOOK

If you want to know what your visitors think about your website this is the perfect guestbook for you. A website guestbook lets visitors to your site leave comments.

Guest Book	
Guest Book	\$ 100 (600 L.E)

6.28 TELL A FRIEND

Let your visitors share your website their friends with one click after their put their friends e-mails.

That improves your website traffic dramatically

Tell A friend	
Tell A friend	\$ 60 (350 L.E)

6.29 ONLINE CHAT

Full chat with, video, sound

\$25/ monthly



6.15 SEARCH ENGINE OPTIMIZATION “SEO”:

Search Engine Optimization (SEO) is a process and a science of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords or key phrases. Based on analytics metrics and data, the higher a webpage ranks in the search results the more visitors will end up finding a site.

A Search Engine Optimization Process is divided into 2 Main Operations:

1-On-Page Optimization includes the following:

- Keyword Research & Analysis.
- Title & Meta Tags Generation and Optimization.
- Content Optimization & Keywords Injection.
- Sitemap Generation.
- Internal Link Building.
- World Wide Web Consortium (W3C) Compliance.
- Sitemap Generation & Optimization.

2-Off-Page Optimization includes the following:

Off Page Optimization - Off Site Optimization - considers the factors that affect your Web Page Listing in Organic Search Results, these Factors are Off-site so they are not controlled by Coding on Page.

- Keyword Research & Analysis.
- Title & Meta Tags Generation and Optimization.
- Content Optimization & Keywords Injection.
- Sitemap Generation.
- Internal Link Building.
- World Wide Web Consortium (W3C) Compliance.
- Sitemap Generation & Optimization.



Science
for

6.16 E-MARKETING SERVICES

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.

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 hand in hand to build traffic for your website.

ENTER CAPS will submit your site content to the major search engines available and over 100 web directories. We will also work out with you to optimize your site to gain the best results in your field (in Google, Yahoo, AltaVista, MSN.. etc.) and as pointed out earlier, this is a long term partnership between your company **ENTER CAPS**.

ENTER CAPS can also manage your company marketing strategy according to your budget & needs with 3 options:

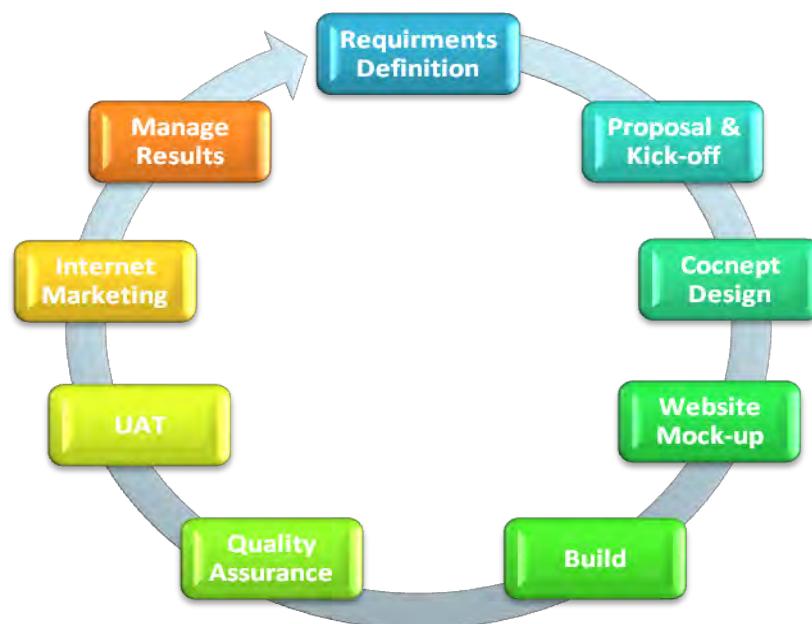
Banner Ads	Email Campaign	Text Ad Links
Banners, clickable ads that appear on Web sites, can generate good traffic to your site.	Email is often described as the most effective marketing vehicle on the Internet today.	Yes, text links taint results, and the search engines haven't quite found a way to deal with them as yet.
Once you have created a banner, you're ready to advertise but where will you place your banner??	Compared to banner advertising or other methods, targeted email marketing can deliver far better results at a much lower cost.	Until that happens, text links will continue to be the ranking technique of choice for many site owners. Why?
ENTER CAPS will help you manage your advertising budget to be placed on sites that your target clients visit most.	We have over 500,000 e-mails in Egypt & the Middle East only.	Because text links can work to increase a site's rankings with the search engines.



6.17 PROJECT METHODOLOGY

ENTER CAPS approaches all its projects in a standardized way using a standardized methodology. It is however important to note that for smaller projects, a fast track approach is often employed. Our project methodology can be summarized in the following steps:

- User Requirement Definition
- Proposal & Project Start
- Concept Design
- Site Mock-up (only for large and custom projects)
- Development & Build Stage
- Internal Testing & Quality Assurance
- User Acceptance Testing (UAT)
- Launch Site
- Internet Marketing
- Manage Results



6.18 MAINTENANCE & SUPPORT



- After the 3 month warranty period, the customer may engage in maintenance and support contract to ensure that any issues arising are promptly dealt with and fixed. In absence of such an agreement any work requested will be billed on a time and material basis, after the warranty expires. Our support agreement covers the following:
- An e-mail error reporting system will be put onto your site, this will automatically notify us when an application error occurs and in accordance to its priority it will be fixed within the SLA period (see matrix below)
- All error messages that appear will always be caused either because of an application issue or a hosting problem. Our error handling system is able to differentiate between the 2 different causes and we will only be responsible for those errors that are application related and will fix them as we receive them based on our SLA.
- Minor changes requested by the customer including cosmetic design changes, bugs and other small changes will all be included within the scope of the support contract
- Any changes to your site requiring less than 1 hours of work will be covered by your support contract, with a maximum of 3 changes per month, even if these are new requirements
- A service level agreement for fixing issues will be used in accordance to the following matrix:

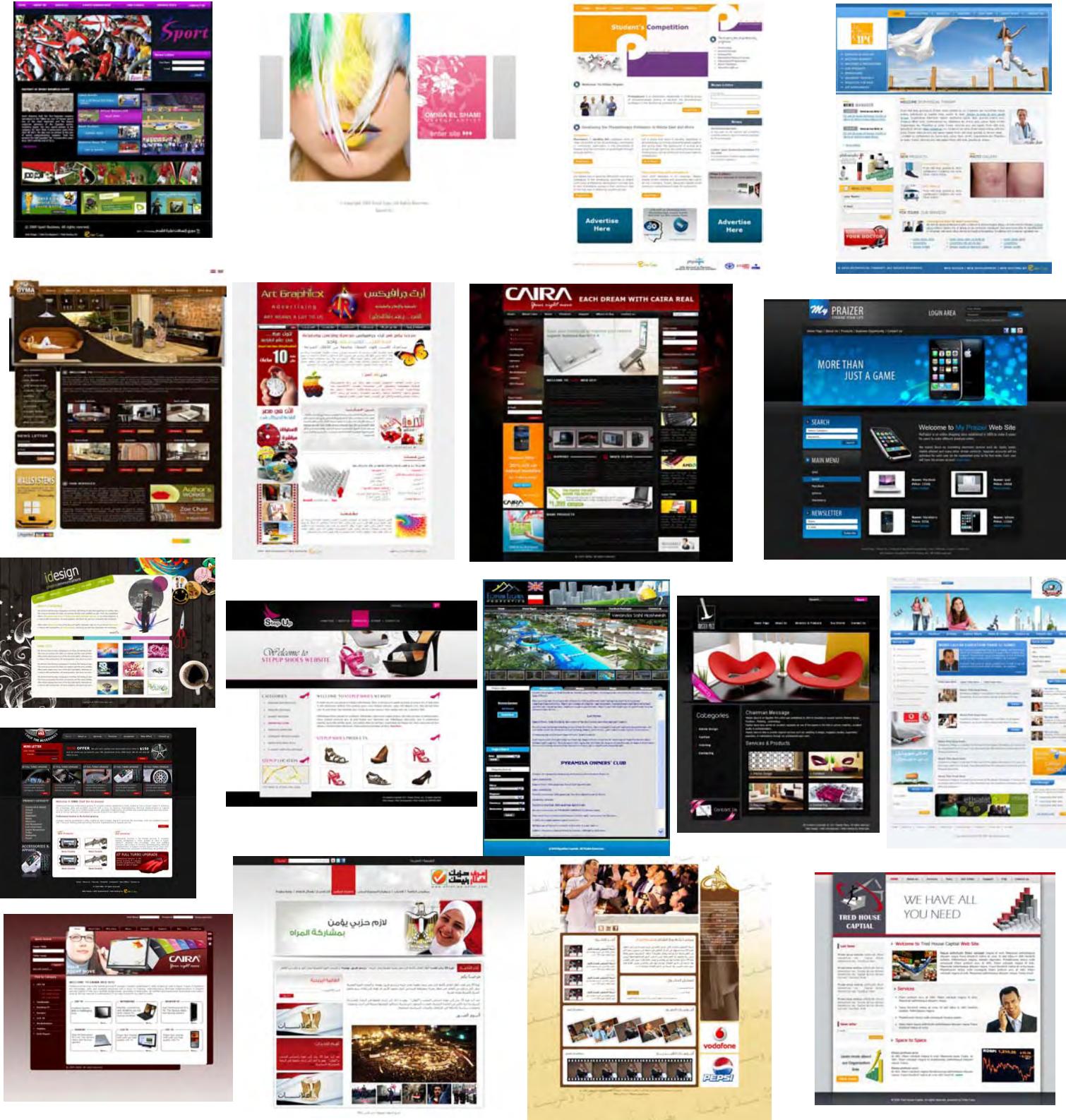
Severity Level	Description	Response Time	Fix Time
Critical	An error that is not allowing the site visitor to access part of or the entire site.	24 hours	Immediately
High	An error that is causing the site admin not to be able to update the site	24 hours	48 hours
Medium	An inconvenience or something that is not working exactly as it should be. This could be a design issue or a minor coding issue that is not effecting the main parts of the site	48 hours	1 week
Low/Cosmetic	A look and feel issue, or a minor new requirement in the site	72 hours	1-2 weeks

- Response time is defined as the amount of time it takes us to acknowledge a problem and start fixing it
- Fix time, is defined as the time it takes for us to start working on an issue and fixing it, we can't guarantee actual fix time, since issues may vary, however what we can guarantee is when we can start solving an issue.



7. REFERENCES

To get a better understanding of how the end product usually looks like after implementation following various customers' tastes and preferences, in the following is a list of some live websites built using the solution:



For latest Entercaps websites sample kindly visit our **Magazine**

8. COMMERCIAL ASPECTS

8.1 PAYMENT TERMS

Depending on the size of the project, different payment terms will apply in accordance to the following:

Small Projects (\$ 1,000 and less):

- 100% Payment upfront

Other Projects (\$ 1,000 to and More):

- 50% Down payment



8.2 ESTIMATED TIME

The following table provides an estimated time plan for the delivery of the project. It is important to note that this plan may vary depending on actual start dates of the project and resource availability at this time. It is also important to note that while we are committed to our part of the plan, many of the activities are sequential and are dependent on customer feedback and approvals. In case delays occur from the customer, the plan will shift accordingly.

No.	Milestone/Deliverable	Dependent	Time	Responsible Party
1.	Proposal Approval & Down Payment	NA	NA	Customer
2.	Concept Design	NA	5-7 D	EnterCaps team
3.	Concept Feedback & Comments	2	NA	Customer
4.	Design Changes	3	1-2 D	EnterCaps team
5.	Concept Approval & Freeze	4	1 D	Customer
6.	Internal Page Development/Site Mock-up	5	5-10 D	EnterCaps team
7.	Feedback, Changes & Approval	6		PC/Customer
8.	Development	7	4 W	EnterCaps team
9.	Quality Assurance & Debugging	8	1 W	EnterCaps team
10.	User Acceptance Testing & Feedback (2 rounds max)	9	2 W	Customer
11.	Fine-tuning & Fixes	10	2 W	EnterCaps team
12.	Final Approval & Payment	11		Customer
13.	Site Launch	12		EnterCaps team





8.3 TERMS & CONDITIONS

- In case a project has been ready for testing for a long period of time and no customer feedback is provided, all due payments should be settled immediate in accordance to the following schedule:
 - Small Projects (less than L.E1,000) → 2 weeks
 - Medium Projects (L.E1000-L.E5000) → 3 weeks
 - Large Project (L.E5,000 and above) → 4 weeks
 - In order to serve our customers better and ensure that we can support them while maintaining minimal disruption to other on-going projects we ask that feedback and comments are reported to us in a complete and comprehensive document. During these feedback cycles, we will accept any and all notes that are within project scope. Rounds of notes will be in accordance to the following.
 - Small & Medium Projects → 2 round of notes/feedback
 - Large Projects → 3 rounds of feedback/notes
 - It is important to note that in case your site has any errors that are stopping you from continuing testing, these should be reported and fixed immediately and will not be counted as a round of notes
 - Extra rounds of notes may be charged extra at our sole discretion
 - Once a project is approved and launched we provide a warranty period of 3 month, during which we will fix all errors. Errors are defined as things not working, other issues will be evaluated on a case by case basis, since the customer is provided with ample opportunity to give all his feedback during the user acceptance testing stage



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