

To

Sub: -Proposal for the development of your Organisations Web presence- “Website”

Dear Sir/Madam,

ZTRANSPARENCY TECHNOLOGIES is a vibrant, innovative, management consulting and web development company in India and abroad. **ZTRANSPARENCY TECHNOLOGIES** provides strategic consulting and web development services to corporate, government bodies and mid size companies. **ZTRANSPARENCY TECHNOLOGIES** is committed to building successful business online.

ZTRANSPARENCY TECHNOLOGIES is dedicated to pioneering online businesses that shape the new Net economy. The company pioneered building corporate Web sites in its early days, and has since evolved into a group of companies that aims to fulfill its vision of shaping the Net economy.

To date, the group collectively has launched number of sites successfully covering various segments of business and work areas, and is incubating over exciting new ventures and Portals. Combining state of the art Web development, graphic design and illustrations capabilities **ZTRANSPARENCY TECHNOLOGIES** offers Hosting, e-commerce and Web promotion, marketing services.

Our Team

ZTRANSPARENCY TECHNOLOGIES is a highly tight knit group of dedicated professionals, each expert in his own field. From developers, to creative designers to Business heads, each is an individual with hardcore industry experience and exposure to back office and front office functions. Among the rolls are top software professionals. Our personnel are updated on the latest technological advancements in their individual fields and experienced in providing solutions to the foreign clients.

Our Approach

ZTRANSPARENCY TECHNOLOGIES as an enterprise is completely Customer focused. We believe in timely deliver of projects. Providing stable, top-quality services and support at affordable and competitive prices. With **ZTRANSPARENCY TECHNOLOGIES**, “TIME” always comes first.

Our Alliances

Network Solutions- World's oldest and largest Web address registration authority. **ZTRANSPARENCY TECHNOLOGIES** is business account partner of Network Solutions Inc. to register, renew domain names.

Apex Pacific- **ZTRANSPARENCY TECHNOLOGIES** has business alliance with Apex Pacific Pty. Ltd. for Web promotion and marketing. Apex Pacific Pty. Ltd. Is best-known company to launch and promote Websites.

3s-websolutions.com- A web promotional “dot com” company is into web development & web consultancy in Delhi, **ZTRANSPARENCY TECHNOLOGIES** have been doing its business in its early days. Now it provides support to the R&D department in Malaysia.

Business e-Integration, e-Marketing, e-Outsourcing, e-Strategy.

To realize your business' greatest online potential, minimize risk, and target resources for the greatest return, you need the experience of a proven strategy consulting team. We provide complete strategy consulting services to leading companies as they build and grow their e-business models. **ZTRANSPARENCY TECHNOLOGIES** provides clear thinking in a rapidly moving environment and a strategy for thriving in the new economy.

Doing business online brings a new set of Internet specific challenges and new criteria for evaluating business decisions: market assessment, venture viability and capital structure, business plans, alliance structuring, and technology infrastructure. Backed by our full range of e-business capabilities, our strategy consulting recommendations are fueled by the limitless potential of cutting-edge technology and tempered by a realistic sense of what the market will bear.

We provide the analysis and overall strategies they need to make informed e-business decisions and capitalize on high-value opportunities. That's the **ZTRANSPARENCY TECHNOLOGIES** strategy consulting advantage.

Predictions.

Web is the future of business. Analysts predict that opportunities in e-commerce are expected to cross \$2.3 trillion mark by year 2005 (as per Forrester Research-US) in India too; Price Waterhouse Coopers has an estimated e-business to touch Rs. 60,000 crore by year 2005.

Our Clients

Government Bodies (Central & State)

- **Ministry of Home Affairs**
Directorate of Census Operations Orissa (A central Govt. Body)
Bhubaneswar, Orissa
- **Ministry of Home Affairs**
Directorate of Census Operations. India.
New Delhi
- **College Of Engineering Technology**
Biju Patnaik University Of Technology
Techno Campus. Bhubaneswar. Orissa.

On Domestic Front - *India*

- **Eldign Interactive. "www.eldign.com"**
(Awarded as the best designer 2001-2002)
- **Butterfly Lifecycle – UNICEF**
Bhubaneswar. Orissa.
- **Acharya Integral Education Development Society.**
Bhadrak. Orissa. (A Non Govt. Organization)
- **Kalinga Kommercials**

Bhubaneswar, ORISSA.

- **Compshop India Pvt. Ltd.**
Mumbai, India.
- **AE Engineers & Associates** College Square
Cuttack, ORISSA.
- **Reddy Pharmaceuticals Ltd.**
New Delhi, India.
- **CHIVACH Media Pvt. Ltd.**
New Delhi, India – 48.
- **Hot n hit News Features.**
Bhubaneswar, Orissa
- **Seagold Overseas Pvt. Ltd.**
Bhubaneswar, Orissa.
- **Childcare (An Non Govt. Organization)**
Rayagada. Orissa.
- **Social Welfare & Rural Development Organization**
Bhubaneswar. Orissa. (An Non Govt. Organization)

On Overseas Front - *Malaysia & Singapore*

- **Executive Dot Com Enterprise,**
Petaling Jaya, Malaysia.
- **SRI SSK CANVAS S/B, SRI SSK CANVAS,**
Kajang, Malaysia. Kuala Lumpur, Malaysia.
- **Engineering Science, Monash University, Australia.**
Petaling Jaya, Malaysia.
- **Compshop** Malaysia SDN. BHD,
Wangsa Maju, Malaysia.
- **RHB Securities SDN BHD, (A Nationalized Malaysian Bank)**
Jalan Tun Razak, Kuala Lumpur, Malaysia.
- **Oli Chigaram Marketing (M) SDN BHD,**
Jalan Tun Sambanthan, Kuala Lumpur, Malaysia.

On Overseas Front - *Australia*

- **Mincorp Australia Pty. Ltd.**
Burrup, Queensland, Australia 4505.

Quotation for Development of Website

Nature of job:	Domain Name Registration (For one year) Server space (For one Year) Design, Development and Hosting of Website Ten E-mail accounts. (Free)
Cost Involved:	Domain name registration & web space (10MB) U.S based Server (fastest Server) RS 10,000/- inclusive of Domain Name registration
Cost involved:	1. Static HTML Pages RS 1200/- Per page. 2. Dynamic Pages with Flash Animations RS 2000/- Per page. 3. Dynamic Pages with Client Scripting RS 1500/- Per page. 4. Dynamic pages with Server scripting & Application in ASP RS 2000/- Per Page.
Duration of Project:	15 days from the data of receiving of entire matter. (Varies as per the nature of the project)

Additional Benefits:

- The maintenance of the site is free for one year from the date of placement of work order.
- Text modification of the site is free for six months from the date of final hosting.

Terms and Conditions

- It is our responsibility to complete the work within the given period after receiving the work order and the entire material for the site
- The client will be responsible to provide us with necessary information and materials.
- Addition of pictures and other data will be charged extra according to the nature of job.
- The client is expected to pay the advance of 50% of the cost involved along with work order and complete information. No work can process until the advance has been paid.
- Rest 50% of the cost involved will be paid within 5 days of the final hosting of the site.
- Extra charges are applicable for modification of site as per the cost involved after 6months from the date of final hosting.
- Any jurisdiction would be under to Bhubaneswar only

Why Get a Website-The Advantages of an On-line presence!

You may ask yourself, "**Why do need a Website...I already have a good customer brochure.**" With Internet site, your product or service is accessible globally, to prospective customers 24 hours, 365 days a year. More and more people those days are using the Internet as a first post of call because of its convenience and to save site. Customer and the general public almost expect that a company have a web site. If people want information on a product or service, they are now saying, "**I think they have a website, I'll check that out first**".

A web site can play an integral part of your companies promotional and marketing strategy. It also makes powerful statement about your business showing that you have planed for the future by securing your online presence.

The top 10 advantages of having a web presence are!

1. You can publicies your business, services or products to millions of potential customers. Having a web presence – "website" can increase your sales.
2. You can update your website with your latest news or prices much easier and cheaper than print based media. A website can save you a lot of money in communication and administration cost.
3. You can link your website with other advertising campaigns therefore creating brand awareness.
4. Your business can advertise and publicise on the Internet 24 hours a day, 365 days of the year. The so called **ONLINE** every time.
5. Your business has an extra outlet "**website**" for taking orders.
6. Websites are easier and cheaper to change/ update, than conventional print based media. The content manager system can be set-up so that you can update any section of your website, when ever you want as often as you want.
7. Websites makes it easier for customer to do business with you. These customers can either be global or local. You can use your website to network with other companies and build better business relations, locally and around the world.
8. You can compete with other companies in market area.
9. You can now place your website address on your business card to enhance your image.
10. It is as similar as to appoint a marketing team and work on it. It will give u a huge response. Need is how your deliver the request

Image the scenario whereby customers ring you requesting information on a product or service – there's only so much you can do via telephone and delivering brochures via postal services takes times. It would be great to say, "*If you takes a look at our web-site, I'm sure you'll find what you need there.*" You would be surprised how many extra sales you could have by developing an on-line brochure or virtual store. Having an Internet site also speed up the time taken to react to customer queries, which can be done via e-mail.

The Internet is here to stay so why not act now and make use of this powerful marking tool.

If your company doesn't have an Internet site, the only people benefiting is your competitor'- who does have one!