

GlobeResellers Web Hosting

1<sup>st</sup> June, 2023

The Director,  
Michael Okpara University of Agriculture,  
Micro Finance Bank, Umudike,  
Abia State.

Dear Sir,

**Proposal To Develop A Corporate Website For Michael  
Okpara University Of Agriculture, Micro Finance Bank,  
Umudike**

I am writing to present a comprehensive proposal for designing and developing a corporate website for MOUUAU MFB.

As a reputable Micro Finance Bank, it is crucial to have an online presence that effectively represents your brand, showcases your services, and engages with your target audience.

We are confident that our expertise and dedication will result in a corporate website that exceeds your expectations.

Thank you for considering our proposal. We eagerly await the opportunity to work with Michael Okpara University of Agriculture, Micro Finance Bank, Umudike and contribute to your continued success.

Sincerely,



Israel Unya

Head of Development,

GlobeResellers Web Hosting

## Introduction and Company Overview

Michael Okpara University of Agriculture, MFB, Umudike is committed to providing financial solutions and empowering individuals and businesses in the community.

We understand the importance of an informative and user-friendly website to establish a strong online presence and effectively communicate your values and offerings to potential customers.

## Objectives

The primary objectives of the proposed website project are as follows:

- a) Design and develop a visually appealing and modern website that reflects the professional image of MOUUAU MFB.
- b) Provide a user-friendly interface that ensures seamless navigation and intuitive browsing for visitors.
- c) Showcase the full range of financial services offered by the Micro Finance Bank, highlighting their features and benefits.
- d) Integrate interactive features and forms for customer inquiries and loan applications
- e) Optimize the website for search engines to increase online visibility and attract organic traffic.
- f) Ensure the website is fully responsive, providing an optimal viewing experience across all devices and screen sizes.
- g) Implement robust security measures to safeguard sensitive customer data and protect against potential cyber threats.

## Proposed Solution

To achieve the stated objectives, we propose the following solution:

### **a) Website Design and Development**

We will design a visually striking and professional website that aligns with MOUUAU MFB's branding guidelines. Our team of skilled web designers will create a modern and appealing interface that enhances user engagement and encourages visitors to explore the various financial services provided by the Micro Finance Bank.

## **b) Content Management System (CMS)**

We recommend developing the website on a robust and user-friendly Content Management System (CMS) like WordPress. This will allow authorized personnel to easily update and manage website content, ensuring timely updates and keeping the website relevant and dynamic.

## **c) User Experience (UX) and User Interface (UI) Design**

Our experienced UX/UI designers will create a seamless and intuitive browsing experience for visitors. We will focus on clear information architecture, logical navigation, and visually engaging elements to enhance user satisfaction and increase the likelihood of conversions.

## **d) Features and Functionality**

The website will incorporate essential features such as:

- Detailed information about the financial services offered, including savings accounts, loans, investments, and more.
- Secure contact forms and interactive Knowledge Base options for customer inquiries and support.
- News and updates section to keep visitors informed about the latest developments, promotions, and industry insights.

## **e) Search Engine Optimization (SEO)**

To enhance online visibility and attract organic traffic, we will implement SEO best practices throughout the website development process. This will include optimizing page titles, meta descriptions, URLs, and implementing appropriate keyword strategies to improve search engine rankings.

## **f) Responsive Design**

We will ensure that the website is fully responsive and mobile-friendly, providing an optimal browsing experience across a range of devices, including smartphones, tablets, and desktops. This approach will enhance accessibility and engagement, regardless of the user's preferred device.

## **g) Security Measures**

Cybersecurity is of utmost importance to protect sensitive customer information and maintain the Micro Finance Bank's reputation. We will employ robust security measures such as SSL certificates, encryption protocols, firewall configurations, and regular security updates to mitigate potential risks and safeguard user data.

## **Timeline and Deliverables**

Based on the scope of work outlined, we estimate that the development of the website will take approximately 4 weeks. The project will be executed in the following stages:

- Requirement gathering and analysis
- Design and development
- Content creation and integration
- Testing and quality assurance
- Deployment and launch

We will provide regular progress updates and seek your feedback at each stage to ensure your satisfaction and align with your expectations.

## **Investment and Payment Terms**

The total investment for designing, developing, and launching the corporate website for MOUUAU MFB is estimated at N600,000. We propose breaking down the payment as follows:

75% upon signing the agreement

25% upon completion of design and development, final launch and acceptance

## **Support and Maintenance**

Upon successful completion of the project, we will provide you with free technical support and maintenance services for 3 months. We will provide training to your staff, ensuring they have the necessary knowledge to manage and update the website content efficiently. Additionally, we offer various maintenance packages tailored to your specific requirements.

## **Conclusion**

We are confident that our expertise in web design and development, coupled with our commitment to excellence, will result in a corporate website that effectively represents MOUAAU MFB and enhances your online presence.

We look forward to the opportunity to work with you and contribute to your continued success.

Please do not hesitate to reach out with any questions or to discuss any aspect of this proposal further. We would be delighted to schedule a meeting at your convenience.

Thank you!