

# **REBRANDING WEBSITE DESIGN & DEVELOPMENT DIGITAL MARKETING**

PROPOSAL

CLIENT

**Windmill Kids  
Furniture**



# Introduction

High-end children's beds and bedroom furnishings are the speciality of Windmill Kids furnishings. The firm seeks to offer parents a variety of fashionable and long-lasting furniture that is safe and comfortable for their kids, making them happy and assisting in their development to the fullest.

Rebranding is a crucial component of Windmill Kids Furniture's marketing plan to increase website traffic and marketing-to-sale conversion rates. Businesses must continuously assess and improve their branding tactics in the fiercely competitive online market of today to stay relevant and draw in and keep customers. Rebranding can help a business stand out from rivals, modernise and freshen its image, and rekindle interest and attention from potential customers. Windmill Kids Furniture helps boost website traffic, increase conversion rates, and boost sales by developing a distinctive and enduring brand identity. Windmill Kids Furniture can communicate its distinct value offer, increase brand recognition, and eventually spur revenue development with a rebranding project.

# Problems

A weak brand for Windmill Kids Furniture can have a significant negative impact on its website traffic and conversion of marketing efforts into sales in several ways:

1. **Weak Brand Positioning:** It may be challenging for the business to stand out from rivals since it lacks a distinct and obvious market position.
2. **Inconsistent branding** can confuse customers and make it harder for them to recognise a brand when it appears in several channels.
3. **Lack of Brand Loyalty:** If a customer doesn't feel strongly about a company's brand, they may switch to a competitor or decide not to tell others about the business.
4. **Reduced Market Share:** A weak brand may be unable to effectively compete with other market players, which would lead to a decline in market share and sales.
5. **Poor Website User Experience:** A difficult to browse e-commerce store or a convoluted checkout process will deter potential customers from making a purchase.
6. **Ineffective Marketing:** Even if the e-commerce store has a solid product lineup, it may not be reaching the correct audience or igniting enough interest to boost sales if it is not promoted successfully.

# Recommendation

A weak brand can have a negative impact on the sales of Windmill Kids Furniture by making it difficult to attract new customers, reducing customer loyalty, and limiting growth opportunities. Without a strong brand, the company may not be able to differentiate itself from competitors, command premium prices, or expand into new product categories or markets. This can result in reduced market share and sales, and hinder the ability to compete effectively in the market. Therefore, a weak brand can be a significant obstacle to the success of Windmill Kids Furniture, and investing in building a strong brand is essential for driving revenue growth and long-term success.

- **Create a Strong Brand Identity:** To raise brand awareness and draw in new clients, a strong brand identity is essential. Focus should be placed on developing a unique brand identity for Windmill Kids Furniture that emphasises the special selling points of its goods, such as its dependability, security, and amusing designs.

# Recommendation

- **Improve Website Design:** Increasing website traffic and enhancing user experience both depend on a well-designed website. To entice customers to make a purchase, Windmill Kids Furniture should invest in a cutting-edge, user-friendly website with simple navigation and a quick checkout procedure.
- **Optimise for SEO:** In order to raise the rating of its website on search engines like Google, Windmill Kids Furniture should invest in search engine optimisation (SEO). Utilising pertinent keywords in the website copy, meta descriptions, and picture alt tags will help you achieve this. The website should also be mobile responsive, have an optimised page load time, and have a clear site structure.
- **Make Use of High-Quality graphics:** Using high-quality graphics helps to promote products and foster a favourable user experience. Windmill Kids Furniture should spend money on professional product photography and present the images in a pleasing and unified way across the website.
- **Create a User-Friendly Interface:** The website should have a user-friendly interface and be simple to navigate. To make it easier for visitors to locate what they're searching for, Windmill Kids Furniture might think about adding a search bar, filter options, and clear product categorisation.

# Scope

## Brand Strategy & Design

- Brand Audit
- Market Research
- Brand Identity
- Brand Story & messaging
- Brand Strategy
- Brand Style Guide
  - Logo
  - Colours
  - Typography
  - Imagery
  - BrandVoice
  - Brand Values
  - Marketing
  - Content Media

# Scope

Website Design & Development

CMS: Woocommerce for SEO & marketing  
Shopify for the onlines store

- Website Audit
- Website Design
- Website Development
- Search Engine Optimisation
- Security & Maintenance

Features

- Pre-order
- Order summary
- Easy payments
- Abandoned cart email
- Payments
  - Cash, credit card, EFTPOS, GE Finance, Afterpay
- Advanced product search
- Checkout Add-ons
- Product Add-ons
- Xero Integration
- Assembly Service
- Freight Option

# Your Investment

Item	Products	per item	Items Cos	Discounted Price	Overall Final Price
Branding				5000	23000
Brand Identity		5000			
- Logo					
Brand Guidelines		5000			
Brand Messaging		2500			
Brand Collateral		5000			
Website Design & Development					
- Website Setup Wordpress					
- Website pages design and development	7	1000	7000	18000	
- Online Shop	295	50	14750		
- Main Products			0		
- Kids Beds	19	1000	19000		
- Search Engine Optimisation, on Page, local, management 1 year		5000	5000		
- Website Security		1000	1000		
- Website Special Features & Functionalities implementation		5000	5000		
- WordPress Website Hosting & SSL, Maintenance / 1 years		2400	Free		

\$23,000 after discount

Payment Terms

\$3000 initial Payment

\$1666/month for 12 Months

# Service Terms

## SUPPLIED CONTENT

You agree that any content that you supply to us in connection to our services:

- meets the specifications that we provide;
- is complete, accurate, and is not misleading or misrepresentative of your products or services or claims about your business;
- is owned by you or you have the rights to use it and provide it to us for the purpose of providing the relevant services;
- does not infringe any intellectual property, privacy rights or other rights; • would not be considered offensive or obscene;
- complies with all relevant rules and regulations, codes and standards;
- is provided in a timely manner. We may ask you to revise or amend content so that it complies with any rules or standards that we need to abide by. We may also ask you to substantiate any claims you are making with regards to your products or services. If the supplied content is not in the preferred format as per the specifications we reserve the right to charge for any additional time and cost which may be incurred to complete these services for you. Failure to provide the agreed content in a timely manner may result in a delay of the services you have requested

# Service Terms

## LICENSED CONTENT

All license for the content used that purchased are to be transferred to Windmill Kids Furniture.

In some cases a free license image will be used on the website.

## SIGN-OFF ACCEPTANCE

There will be instances when we need your signature in order to complete our services for you. When we give you something to sign off on, you have to let us know in writing whether or not you accept it. If we do not hear back from you or obtain your approval within 5 business days, we will assume that you have accepted the item. Your acceptance signifies that the item is finished and no more changes are needed.

## GUARANTEES

You can expect recommendations from us based on a variety of methods, studies, knowledge, and experience. While we will make every effort to maximise the effects of the branding we develop for your company along with any recommendations we make, there may or may not increase in brand awareness, better rates of engagement, impressions, leads, or conversion rates, or that any project will result in a return on investment. If we offer growth projections, they are only non-binding. In this regard we will be conducting monitoring and revise the design to get a better result.

You acknowledge that we cannot promise that all of our services will be available without interruptions or without errors due to the inherent uncertainties involved in offering any services online via the Internet or similar computer systems.

# Agreement

This Website Design Agreement (“Agreement”) is being made between (“Windmill Kids Furniture”) located at (“Unit 6 Polaris Place East Tamaki”) and Sylogizm.com on ( May 1, 2023 ) to design, develop and maintain a WordPress Ecommerce website.

1. Sylogizm.com will provide the following services stated on the scope.
2. Ownership of the website will be turned over to Windmill Kids Furniture once the project commences.
3. Confidentiality During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client’s confidential information. Confidential information is limited to information clearly marked as confidential Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.
4. 5. Termination of Agreement This Agreement will automatically terminate when both Parties have performed all their obligation under the Agreement and all payments have been made. Should there be a desire to terminate the agreement before the completion of the project, the Client will notify Sylogizm.com and pay for the remainder of the subscription lock-in period of 24 months.
5. Limitation of Liability Neither party will be liable for breach-of-contract damages that are remote or speculative, or that the breaching party could not reasonably have foreseen on entry into this agreement.
6. Intellectual Property. Windmill Kids Furniture will own the website and any visuals provided by the company. Sylogizm will turn over all necessary files upon completion of the project. The Client guarantees that they have legal rights to all elements of text, photographs, and anything else that they provide Sylogizm.com with, and will not hold the company responsible for any third-party claims. Sylogizm will guarantee that they have legal rights to all elements related to the services they are providing and will not hold the client responsible for any third-party claims.
7. 8. Dispute Resolution If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.
8. 9. Applicable Law This Agreement shall be governed by and construed in accordance with the laws of the Republic of the Philippines.

# Next Steps

By writing your initials on each of the preceding pages and signing this proposal form below, you are indicating that you have read, understood, and agree to the Scope of Services, Your Investment, and the Service Specific Terms of Trade. The signed copy should then be sent back to us.

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Windmill Kids Furniture

Date

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Syllogizm.com

Date

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