

Proposed By :
11 Spades Pty LTD

Date :
29 NOVEMBER 2023



11 Spades Marketing

11 Spades Marketing is pleased to submit this proposal for the development and maintenance of SAAIR's new website. We have extensive experience in developing and maintaining websites for a variety of clients, and we are confident that we can deliver a high-quality website that meets your needs.



■ About 11 Spades



Since 2012, 11 Spades (formerly Mbeeswax) has been a leading 360-marketing boutique agency, empowering businesses to establish a commanding online presence, enhance their reputation, and amplify their public relations strategies. With a team of seasoned marketing experts, we craft tailored solutions to refine your brand's identity and deliver impactful campaigns that resonate with your target audience.

- **Website Development:** We design and develop high-performing websites that capture your brand's essence and drive engagement.

- **Online and Marketing:** We harness the power of digital marketing to amplify your brand's reach, attract new customers, and nurture existing relationships.
- **Reputation Management:** We proactively monitor and manage online sentiment to safeguard and elevate your brand's reputation.
- **Public Relations:** We strategically engage with the media to amplify your brand's voice, enhance visibility, and build credibility.



■ Scope of Work



Website Consolidation: We will consolidate your two websites, saair-net and saair-web.co.za, into a single domain, saair-net. We will also redirect all traffic from saair-web.co.za to saair-net for one year.

Website Hosting: We will move your website to a new server that can support the technologies you use, such as PHP and MySQL. We will also provide unlimited storage.

Website Redesign: We will redesign your website to improve the user experience and include the following features:

- New logo and branding
- Secure Members Only login section
- DNS for newsletters
- AI Chatbot to answer public questions.

Website Development: We will develop your website using a standard CMS (this will help fast track SEO efforts, and enable ease of editing for SAAIR admin) and implement new features that add value, including:

- Blog section with premium SEO tool to increase blog ranking
- Open APIs onto your membership database
- A membership module that can be managed via the user interface and automates the membership process (this excludes payment gateway as per meeting discussion).
- Comprehensive search functionality

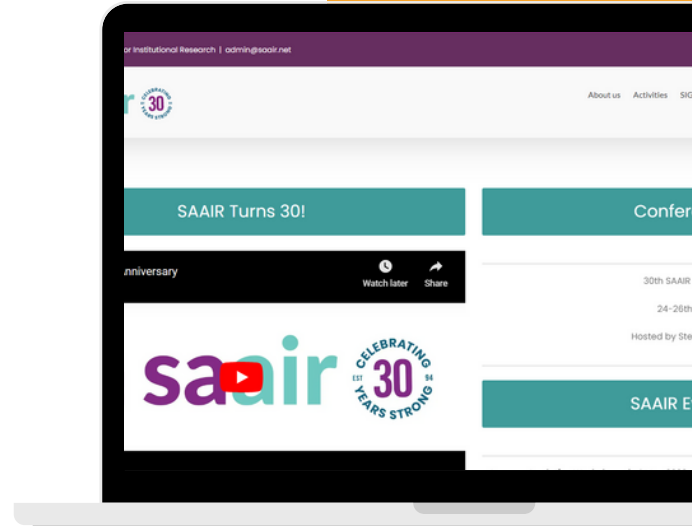
Website Maintenance: We will provide ongoing maintenance for your website, including:

- Content updates & auto site backups
- Automated testing for broken hyperlinks
- Verification that the site is up and running
- Guidance on using the admin interface of the CMS
- Setup of email addresses for the SAAIR exco
- Creation of a user-friendly website editor for non-technical users
- Monitoring of server logs and generation of regular reports

■ Timeline

We estimate that the project will take approximately ten weeks to complete (timelines factored in SAAIR Exco approval timelines). The following is a tentative timeline:

- Week 1: Project kickoff and requirements gathering
- Week 2-6: Website design & Development
- Week 7-8: Website testing and deployment
- Week 9-10: Website training and maintenance



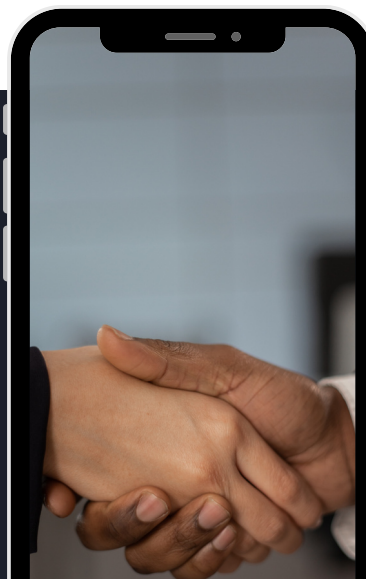
■ Value Add

In addition to the project scope outlined above, we recognize SAAIR's status as a non-profit organization and would like to offer the following sponsorship opportunities, even if you do not engage our services for the website project:

- One television interview: This opportunity will provide SAAIR with a platform to showcase its expertise and thought leadership to a wider audience, particularly in light of its expansion into Africa.

We believe that these media opportunities will align with SAAIR's objective of establishing itself as a thought leader in the industry and expanding its reach across Africa. By providing SAAIR with a platform to share its insights and expertise, we can collectively contribute to the organization's growth and impact.

"Anything worth having takes time."





ISSUED TO:

Ashton Maherry
SAAIR
admin@saair.net

QUOTE NO:

#012353
29.11.2023

DESCRIPTION	UNIT PRICE	QTY	TOTAL
Website Consolidation Website Redesign Website Development Website Maintenance	1	1	R21 300
Website Hosting for 12x months	110	12	R1 320
TOTAL			R22 620

Amount due R22 620

BANK DETAILS

FNB
Account Name: 11 Spades PTY LTD
Account No.: 63029727659

*Thank
you*

Thank You!

Hopefully, we can work together and make this project a resounding success!

