

---

**Organisation:** Regine's Patisserie  
**Attention:** Amy Stadnik  
**From:** Matt Price  
**Subject:** Web Site Quotation

**Email:** [albert@regines.net.au](mailto:albert@regines.net.au)  
**Date:** 3<sup>rd</sup> September 2014  
**Pages:** 14

---

Dear Amy

**Re: Web Site Quotation for Regine's Patisserie**

Further to our discussion, I have attached a quotation for production of the Regine's Patisserie web site.

We understand that the web site will serve a variety of roles, promoting the company and its products to the desired target market, and streamlining communication with both potential and existing clients. PerthWeb's focus will be to produce a great looking web site that will be friendly, modern, clean and professional. The web site will be easy to navigate, quickly delivering the desired information and compelling visitors to contact Regine's Patisserie.

I have included a number of options in the quote for you, such as a standard shopping cart option and an automated mailing list. Whilst you may not wish to proceed with these options now, this will likely assist you in future planning and budgeting. Please also feel free to ask me to alter the quote to fit your needs and/or budget if required.

Please note that PerthWeb's production process ensures you can contribute to the web site throughout its construction. PerthWeb will first conduct an initial project meeting with you to discuss and start the project. Initial site layout designs and any required specifications will then be forwarded for review and approval, following which the web site will be viewable on PerthWeb's development web server as it is constructed. This ensures that you are involved in the entire process and that the final web site conforms to your expectations.

Some sample corporate sites include [www.thekewdaletavern.com.au](http://www.thekewdaletavern.com.au), [www.flowermategarden.com.au](http://www.flowermategarden.com.au), [www.recfishwest.org.au](http://www.recfishwest.org.au), and [www.trpainting.com.au](http://www.trpainting.com.au).

Please give me a call if you have any questions regarding this quotation, or any modifications you would like to be made. All pricing is inclusive of goods and services tax (GST).

Yours sincerely,



Matt Price

## Suggested Web Site Content

Below is a suggestion for the web site content, with the names and content for each main section or page. This information is a guide only, and is based on the meeting with Regine's Patisserie and suggestions from PerthWeb. The final content may be changed prior to implementation, within the bounds of the defined content levels outlined in the quotation.

### Home Page

The home page of a web site is typically the first page many visitors will see. So it must be visually attractive, provide relevant content to interest both new and repeat visitors and then provide an easy to use navigation system to draw them into the web site.

A design for Regine's Patisserie should therefore include content such as the company logo, fresh food and product based imagery, a brief introduction to the company and its products / services, contact details, and a web site menu featuring "drop-down" items to allow fast and easy navigation to sub-pages of the web site.

It is also a good idea to include regularly changing feature content such as new cakes, and calls to action such as "request a custom cake now".

During the design phase a PerthWeb project manager and designer will consult with Regine's Patisserie to discuss these and other elements of the project and the design to ensure the best possible result is attained.

### About Us

An introduction to the company, including its history, products, services, people, and ethos, which helps to establish familiarity and credibility for those not previously aware of Regine's.

### Product Range

This area will include an introduction to the products COMPANY NAME sells, with a list of product categories, that links to sub-categories if needed, and then to a list of products, which may be expanded to show the full product details. Customers may add these items to a virtual cart and purchase them online. More information on the shopping cart follows in the quotation.

### Wholesale Cakes

An introduction to the wholesale cake supply services available through Regine's.

### Custom Cakes

An introduction to the custom cake supply services.

### Catering

An introduction to the catering services offered by Regine's.

### Our Ingredients

Regine's may wish to talk about ingredients used, allergy information, and nutritional information in this section.

<b>Customer Service</b>	Information on using the shopping cart, shipping, payment, warranties, returns, site security, and other frequently asked questions.
<b>Contact Us</b>	This section will contain basic contact information such as the organisation's address, phone number, fax number, and email address. It will also include a Google location map, and a simple contact form that visitors may fill in and which will be emailed to Regine's Patisserie.
<b>Terms &amp; Conditions/ Privacy Statement</b>	These pages will be listed in a footer menu, with a terms and conditions for use of the web site, and a privacy statement (required by Australian law for any Australian web site).

## Home Page Slideshow Option

An image slideshow on the home page is a great way to add impact to the web site and capture the attention of visitors, as well as highlighting key products and services that Regine's Patisserie offers at a glance. For instance the first slide could advertise the range of cokes, the second slide the custom cakes service, and so on. PerthWeb will design 3 – 5 slides for this slideshow.

Examples of web sites using a home page slideshow include <http://www.thekewdaletavern.com.au> and <http://www.dominationhomes.com.au>. It is also possible for Regine's Patisserie to update the slides in the slideshow via the CMS themselves, and this slideshow is compatible with mobile devices such as the Apple iPad. This option is **\$399 inclusive of GST**.

## Responsive Design Option

The web site will be compatible with all smart devices by default. For devices with small screen resolutions however navigation may be difficult to use or text hard to use unless the web site is optimised for these devices. Hence it is possible to create what is known as a "responsive" web site design. This utilises specially coded web page templates that can reorganise content to suit a particular screen resolution, making it easier to read and use.

For instance as the screen resolution is reduced, content may be reduced from say a 3 column to 2 column layout, and menus from horizontal to drop-down, in order to suit the screen size. This is a better solution given the large variation in screen resolutions on PCs and smart devices alike.

The time required for this option depends on the complexity of the site and the number of different page templates. This web site will have a unique home and internal page template, and so the option is an additional **\$999 inclusive of GST**. See [www.royalaeroclubwa.com.au](http://www.royalaeroclubwa.com.au) as an example, viewing the site on a PC and then a mobile phone, or by just adjusting the screen width on a PC to see how the site resizes. Note – IE 6/7/8 do not fully support responsive designs, so responsive design for these browsers is limited and at additional cost if required. Instead they simply don't resize.

## Standard Shopping Cart Option

PerthWeb's standard shopping cart system can support 1000s of products if desired, and features automated credit card processing through PayPal or a bank provided merchant facility. Updating of products is performed via simple online forms which reside in a password protected administration area of the web site. The basic cost of the standard shopping cart is \$1999 inclusive of GST, and a wide range of options are available. PerthWeb provide training and documentation in the use of this system. Sample web sites using PerthWeb created shopping cart systems include [www.bagworld.com.au](http://www.bagworld.com.au) and [www.shoebedoo.com.au](http://www.shoebedoo.com.au). More formation on the standard shopping cart system which PerthWeb recommend for this project follows below.

### Product Display and Shopping Cart Functionality

The web site will contain a product area with a front page that will feature an introduction to the product lines (the content for this page to be provided by the company), and a category based navigation menu that allows browsing of categories, sub-categories, and products, which are all listed alphabetically. There will also be a key word search should purchasers wish to use it.

Each product will be displayed via a standardized template which is populated with information from the product database. The product display can include information such as product name, product ID, product description, product weight, product colour (selectable from a drop-down menu), product size (selectable from a drop-down menu), product download (ie. PDF), and up to 5 product thumbnail images. Clicking on the thumbnail image will display a larger version of the image that opens up in a new window. There is also an ability to print out any product in a neat printable format. Please note it is assumed all sizes are available in all colours, and each size is the same price. More advanced control is available as an option.

Each product will also feature an Add to Cart button and a Quantity field where the Quantity desired may be entered. Adding an item to the Cart will take the purchaser to the View Cart page (which is also accessible from any page of the web site via a button), where they may alter the quantity of the products required or delete an item, choose their shipping region, and recalculate their purchase price. From here it will also be possible to return to the same position in the products area or complete the purchase.

When a purchaser chooses to proceed to Check Out (also accessible from any page of the web site via a button) page, they will be prompted to enter their personal details, including their email address, the address their credit card is registered with, and their shipping address. From there they will be taken to a secure page which will prompt them for their credit card details. The payment will be processed in real time, returning a transaction result in seconds. A successful payment will result in the client receiving a success message onscreen, and a basic textual invoice being sent via email outlining the order details, which is also sent to Regines Patisserie. If the payment is not successful for any reason, the purchaser will be given a reason and an opportunity to try again with a different credit card number. If a purchaser is uncomfortable paying online, they will also be able to print the order and fax/mail payment.

### Product Management System

The products in the shopping cart will be updated via the product management system. The web site administrator will be able to add/edit/delete categories, sub-categories, and products. Any images added to a product will be automatically resized and saved in the fast loading jpeg format. It will also be possible to flag individual products as new, on special, or featured, which will allow them to be listed at the top of any product listing, and be highlighted by a special graphic, which caters to value conscious shoppers or those revisiting the web site. A random selection of the featured products will also be displayed on the home page to highlight them.

The shipping system used in the shopping cart allows the definition of multiple shipping regions and a unique level of tax for each region. There are a number of different options for calculating shipping as outlined below. Custom shipping solutions are also available, but may be at additional cost.

- 1) Fixed shipping costs - there is a set cost for shipping per region, with free shipping over a certain order value if desired
- 2) Shipping by weight - with this option each product includes a weight to calculate the shipping. The shipping calculator will calculate the price for shipping for an order based on the total weight of an order, and the price by weight for a region. A scale of prices will allow smoothing out of pricing, ie. for WA 0 – 500g = \$5, 501g – 1kg = \$7, 1kg – 5kg = \$20, and for AUS 0 – 500g = \$7, 501g – 1kg = \$10, 1kg – 5kg = \$30. A maximum price for shipping may also be set and/or a free cap.
- 3) Shipping by quantity – with option there is a set shipping price per item for each region, with the ability to use the scales to smooth pricing (ie. 1 item = x, 2-5 items = y, 5+ items = z).
- 4) Australia Post eParcel – this option uses the product weight, dimensions and client postcode to calculate the price

The system also stores the details of all client orders, with a search tool allowing a search by country, date range, client name, and order ID. The total dollar value of sales for each search is also displayed, providing a handy sales reporting feature.

Please note that the shopping cart system utilises the development language PHP, and requires access to a MySQL database for storage of product details, which will be provided by a PerthWeb web site hosting account. It is also possible to host with another company by special arrangement with PerthWeb if the hosting account is suitable. Whilst PerthWeb will enter sample products into the system to test functionality, it will be up to Regines Patisserie to enter all the products into the system.

The standard shopping cart system as outlined is **\$2499 inclusive of GST**. Additional fees for the 2 suggested online payments providers are outlined on the next page.

## Payment Gateway Options Explained

There are 2 different online payment providers that PerthWeb recommends. One is SecurePay, which works in tandem with an Australian credit card merchant facility available through major Australian banks. The other is PayPal, a global payments provider which can pay into a normal bank account.

### SecurePay

Using an online payment provider like SecurePay in tandem with a merchant facility from a local bank has been the typical solution for Australian online retailers for a number of years. Its biggest benefit is that it provides an integrated solution – the purchaser is not redirected from Regines Patisserie's web site to make their payment. SecurePay has a yearly fee of \$299, and includes 100 free transactions, which are 25 cents thereafter. The bank will also charge fees based on a percentage of the transaction value, typically from 0.5% to 6% (around 2% is average for existing merchants). The merchant fee levied typically depends on the existing relationship with the bank and the company's trading history, and typically both the bank and SecurePay fee levied may decrease over time as a history of purchases is built up.

Please note, many banks offer their own payment gateways, and in most cases PerthWeb can implement these with little or no additional fee. Bear in mind however if the shopping cart is set up for one bank, and then the bank is changed, the shopping cart requires alterations to work with the new bank. With SecurePay the merchant number is simply changed.

### PayPal

PayPal has recently become popular as an online payments provider for shopping carts by offering lower fees than most banks will offer to merchants who are just starting their businesses, and by paying into a normal bank account rather than requiring a merchant facility. PayPal levies its fees based on the monthly transactions through an account, starting at 2.4% and 30 cents per transaction.

Overseas purchasers can occasionally have issues purchasing items on web sites outside their own country or currency due to restrictions by their credit card's issuing bank. PayPal rarely has this issue due to its status as a global payments processor. In addition PayPal offers payments from bank accounts by registered users, which is handy for those purchasers without a credit card. PayPal also provides additional anti-fraud measures over most payment gateways and an option to transact in multiple currencies.

Unlike SecurePay however, with PayPal when the purchaser checks out of the shopping cart they are directed to the PayPal web site to enter their credit card details, which can be a deterrent for some visitors, particularly older users. See [https://www.paypal.com/au/cgi-bin/webscr?cmd=\\_wp-standard-pricing-outside](https://www.paypal.com/au/cgi-bin/webscr?cmd=_wp-standard-pricing-outside) for more information on PayPal.

### Recommendation

If Regines Patisserie already has a merchant facility or a good relationship with their bank they will probably find SecurePay a cheaper solution. However those unable to obtain a merchant facility or a competitive merchant rate will find PayPal an excellent solution. Note that it is also possible to provide both payment facilities for an additional \$400 inclusive of GST.

Please note that if SecurePay is utilised a secure certificate must also be established for Regines Patisserie, which is registered to the domain name and encrypts credit card details for online transactions. A recommended Thawte Standard SSL certificate is \$299 per year. As PayPal transactions occur on PayPal's web site this is not required for PayPal.

### Client & Order Management Option

The Client Management option provides each purchaser with a unique user name, password and contact details. This would allow them to log in when returning to the web site, and have their contact details added automatically to an order. It would also allow them to view their current and past orders, and to update their contact details and/or password.

When the administrator logs into the order section they will automatically see a list of new unprocessed orders. They may then update the order with several other status flags such as Processing (for orders underway), On Hold (out of stock items for instance), Cancelled (purchaser changes their mind), For Dispatch (ready for packing/shipping), and Sent (order has been shipped). Orders may be sorted and displayed by these status flags.

When the administrator updates an order status, it is reflected in the order status seen by the purchaser if they log into the web site, and an email is also sent advising of status changes. Operators may also add internal comments to order, a shipping tracking link (for courier companies providing online tracking), and a client comments that will be sent with any order status update email.

A search tool will allow site administrator to search for clients via their name, email address or order number, and view their orders, edit their contact details, and suspend or delete the account. Sales reports may also be run that show the number of orders and their dollar value for a particular period. The Client & Order Management option is **\$499 inclusive of GST**.

### Wholesaler Option for Client Management

This option allows the display of different product prices in the shopping cart based on the client login, with a retail price and several tiers of wholesaler pricing. The prices for each user level will be updated by Regines Patisserie on each product within the product administration area. An alternative to this is to apply a particular percentage discount for each user level, but pricing per product is more accurate. It is also possible with this option to set clients as cash only or on account, which means the payment process may be skipped should the client be on account. The Wholesaler Option is **\$399 inclusive of GST**. Note – this option requires the Client Management Option.

### Facebook Integration Option

On every product there will be an option for visitors to share a link to the product via their Facebook account, or even “like” the product via their Facebook account. See <http://www.bagworld.com.au/shop/detail/high-sierra-access-17-laptop-backpack-black-h5462/> for an example of the Facebook integration. The Facebook Integration option is **\$299 inclusive of GST**.

### Automated Mailing List Option

A mailing list is an excellent way to stay in touch with clients and promote the company, and could be useful for promoting cakes for special events like Mother's Day. A mailing list may be manually maintained, with emails sent to Regine's Patisserie detailing subscriber/unsubscriber details to add to an email program such as Outlook, or it may be automated using mailing list software such as MailChimp (see <http://mailchimp.com/>).

With this option when new subscribers sign up they will be added to the mailing list, with the details stored in the mailing list database. Regine's Patisserie will have access to a password protected administration area where they can simply fill in an online form to compose an email and have it delivered to subscribers, with the ability to include basic HTML formatting and mail merge subscriber names. It is also possible to view these subscriber details, and to import/export a list of subscribers. The program also automatically keep copies of mailouts sent, statistics on emails sent and read, and takes care of removing email addresses that are no longer valid. The mailing list system can also handle multiple mailing lists.

PerthWeb will create one mailing list with a customised display template incorporating a unique header and footer custom designed PerthWeb to match the company branding and/or web site. This option is **\$699 inclusive of GST**. There are also default templates that may be selected, reducing the cost to \$399 inclusive of GST. It is only \$100 to add additional mailing lists to the web site.

MailChimp provide this hosted service free of charge for up to 2000 subscribers and up to 12,000 emails per month. Pricing for additional subscribers / emails is outlined at <http://mailchimp.com/pricing>. PerthWeb happily recommend MailChimp and can provide usage support but please note as a third party hosted product PerthWeb are not responsible for any down time, which historically is exceptionally low.

### Product Brochure Option

It is understood that Regines Patisserie would also like to create a Product Brochure. This product brochure will be a full colour 2 sided A4 document supplied in both Adobe InDesign and PDF format, so Regine's may edit it further if required. PerthWeb will design this document, utilizing the Regines Patisserie logo, supplied photos, and supplied text. An initial mockup will be supplied, with 2 rounds of revisions based on feedback from Regine's. The product brochure is **\$999 inclusive of GST**. Please note should any stock photography be required, this will be at additional cost.

## Search Engine Marketing Option

How much work is required to get Regines Patisserie's web site ranking well in search engines like Google for chosen key words is all down to how much competition there is for those key words. Similarly the frequency and level of ongoing maintenance for search engine rankings is based on this level of competition.

For every client PerthWeb will assist them in choosing the right key words, and then determine how much work is required to gain a page one ranking for these key words, and what work is required to retain these rankings on an ongoing basis.

A typical comprehensive Search Engine Marketing package including 6 months maintenance is outlined below. Once this package is completed Regines Patisserie can choose to take on ongoing search engine marketing if desired, which is highly recommended to ensure the site continues to rank and perform well. Should the needs for Regines Patisserie vary, PerthWeb can of course customise the package to suit.

**Initial Search Engine Marketing - \$2299 inclusive of GST which includes the below key features:**

- Industry and competitor analysis
- Keyword research
- Ranking report on current site (if applicable)
- 3 pages of on page optimization – will cover approximately 6 key words
- Back linking campaign – approximately 30 links
- Creation of Google+ Local Map page
- Includes 6 months of maintenance

**Optional Ongoing Search Engine Marketing - \$299 per month, paid quarterly in advance, which includes the below key features:**

- Monthly ranking reports
- Ongoing back linking
- Ongoing page optimization
- Quarterly web site performance review & suggestions

A search engine marketing campaign may also include the establishment and maintenance of social media sites such as Facebook and Pinterest. This is highly recommended, particularly in industries with a high level of competition, and it can also be beneficial in general marketing efforts. PerthWeb can assist with this process or provide advice to Regines Patisserie on setting up these sites.

Regines Patisserie may also wish to include a paid Google AdWords or Facebook advertising campaign which can be very beneficial for launching new web sites or advertising campaigns that require instant results rather than waiting for natural rankings to be established. Please feel free to contact PerthWeb for a customised search engine marketing campaign.

## Google Analytics

It is important to gather statistics on visits to the web site to monitor its success and help determine what modifications are required over time. These statistics can include information such as the number of visitors over time, the most popular pages, what links visitors followed to find the site, what page the visitor entered/existed the site, how long visitors spend on the site on average, the search engines that were used to find the site, and the key words used in search engines to find the site. PerthWeb utilises the free Google Analytics solution to provide these details.

## Support and Maintenance

PerthWeb has dedicated in-house support staff that can assist with all web site related needs from updating the web site to general support such as how to use the CMS. The web site includes 3 months of general support (this does not include updates to the web site), but ongoing support and maintenance is generally provided in the way of maintenance packages.

Maintenance packages are offered at a discounted rate depending on the number of hours pre-purchased. As an example a four hour maintenance package will cost \$455 inclusive of GST, which is a saving of \$29. Maintenance work is performed on a cumulative basis so if an update requires 15 minutes, only 15 minutes is deducted from the time purchased. Please note all maintenance clients receive priority on their updates, with most changes made the same day. Larger and/or complicated updates to the web site will generally be separately quoted.

Please simply request the first maintenance package when it is required.

## Web Site Deployment & Web Site Hosting

PerthWeb will build the web site on its development server where it may be viewed during construction. Once it is finished it will be moved to the final hosting provider of the client's choice (if the PerthWeb CMS option is taken hosting is required with PerthWeb unless otherwise agreed).

PerthWeb also has fully featured, reliable and cost effective web site hosting available through its Web Click hosting arm, and would suggest its Standard Hosting Account for this web site. One year of hosting is provided free of charge as part of the corporate site package, and as part of the hosting setup, PerthWeb would arrange transfer from any existing provider.

### Standard Linux Account

- 10 Gigabytes of disk space, 15 Gigabytes Internet traffic per month, and 40 email boxes
- Supports up to 8 domain names (or web sites) as long as they are for the same company
- Includes H Sphere control panel system to maintain the account, i.e. add/edit/delete mail boxes and view disk space used
- Quarterly fee of \$80 including GST, or \$299 yearly (the first year is included in this package)
- Guaranteed uptime exceeding 99.9%, with backups stored onsite & offsite

## **Project Stages Overview**

A brief outline of the general project stages follows below.

### Pre-Start Meeting

PerthWeb will first meet with Regine's Patisserie to discuss the design and layout for the web site, the general content, and the specifications for the CMS. Required content will be requested, which will include logos/photos in digital format and text in Microsoft Word format.

Basic content review including spell checking is performed, but content writing is an additional \$143/hr if required. An allowance of stock photography from [www.istockphoto.com](http://www.istockphoto.com) is included and may be utilised if required. Complicated diagrams or similar may require additional time and cost.

Key words for the search engine marketing campaign will also be discussed and finalized following this meeting. If any amendments are required for the project specifications these will be agreed upon and signed off.

### Design & Layout

An initial home page layout will be provided for review, followed by an internal page layout. Once these designs are finalized, they will be signed off on ready for web site production.

### Template Creation & CMS Setup

The page designs will be converted to functional web site templates and tested to ensure major browser and W3C web standards compatibility. The Content Management System will then be installed and configured with these templates installed. The web sites will now be available on a demo server for ongoing review.

### CMS Customisation & Content Insertion

If any customisations for the CMS are required they will occur in this phase, with ongoing consultation with Regine's Patisserie to ensure they function as required.

Content for the web sites will also now be inserted, and general functionality such as contact forms and Google Analytics code will be installed and configured. Optimisation of content for search engines will be performed following completion of general site content.

### Testing & Final Review

At this point PerthWeb will conduct final testing of the demo site and review the web site with Regine's Patisserie, with any final revisions made. A 10% content revision allowance is included. If there are any additional search engine marketing efforts such as Facebook pages these will be completed.

### Launch

The web site will be copied to the web site hosting account. Pre-launch testing will occur, the site will then be made live, and final testing will occur.

### Handover & Training

Final handover of the web site will occur, with a training session for the CMS conducted at PerthWeb, and user documentation provided.

## Project Commencement

Please sign and fax back the attached acceptance to commence production of the web site, or contact the office if you have any further queries. We will then contact you to arrange the start of the project. Our normal terms are a 40% deposit prior to commencement, 40% stage payment once the project is 50% or more completed, and final payment within 30 days of the web site going live.

PerthWeb look forward to delivering your new web site. Assuring you of our best personal service at all times, we remain,

Yours sincerely,



Matt Price

## Web Site Production Quotation – Main Web Site + Options

Client	Estimated Completion Time
Regine's Patisserie	Within 4 – 6 Weeks

Quotation Number	Date	Valid Until
2014030901mp	3 <sup>rd</sup> September 2014	3 <sup>rd</sup> October 2014

### Corporate Web Site Package

The package includes:

- 2 client meetings at PerthWeb
- A high impact design including unique home & internal page layouts
- One level drop-down menus for quick & easy navigation
- Up to 30 pages (additional pages are typically \$121 each)
- An included allowance of stock photography from www.istockphoto.com
- An online email contact/query form
- Google Analytics to track the performance of the web site
- A Content Management System (CMS) including training
- Testing across all recent browsers including compatibility with smart devices
- A Standard Linux Hosting account for 1 year (\$299 per year thereafter)

**Total Value = \$3999.00 inclusive of GST**

### WEB SITE OPTIONS – please tick the desired options

Home Page Slideshow Option	<input type="checkbox"/>	\$ 399.00
Responsive Design Option	<input type="checkbox"/>	\$ 999.00
Standard Shopping Cart Option	<input type="checkbox"/>	\$ 2499.00
Client & Order Management Option	<input type="checkbox"/>	\$ 499.00
Wholesaler Option for Client Management	<input type="checkbox"/>	\$ 399.00
Facebook Integration Option	<input type="checkbox"/>	\$ 299.00
Automated Mailing List	<input type="checkbox"/>	\$ 699.00
Product Brochure	<input type="checkbox"/>	\$ 999.00
Search Engine Marketing Option	<input type="checkbox"/>	\$ 2299.00

**Total Cost – including options, please add total** \$

Accepted by _____	Accepted by _____
<i>Name</i>	Matthew Price
_____	For PerthWeb Pty Ltd
<i>Organisation</i>	
_____	_____
<i>Signature</i>	<i>Signature</i>
_____	_____
<i>Date</i>	<i>Date</i>

## Terms and Conditions

### Client Materials

All text and image content required for the project, except where specifically stated within this quote, should be provided in acceptable digital format to PerthWeb when requested, or additional charges for content preparation may be required.

The client should ensure all content provided to PerthWeb for the project has been checked for correctness. PerthWeb performs electronic spelling and grammar checks of all textual content provided, however it is not responsible for correcting or rewriting content supplied by the client, unless specifically contracted to do so. The client is also responsible for checking all content provided by PerthWeb for review before approving completion of the project.

### Scope Changes

Changes beyond the scope of the Quotation and/or any System Requirements documentation as signed off by the client will be charged for additionally. Changes to content and/or functionality that have previously been accepted as correct by the Client may also incur additional charges.

### Payments

A 40% deposit is payable following signoff on the quotation. The deposit must be paid before the commencement of work by PerthWeb Pty Ltd. This deposit is non-refundable.

A stage payment of 40% will also be payable once the project is 50% or more complete. The balance of the project will be invoiced once the site goes live.

Payment of all invoices is to be made in full within 14 days of the invoice date.

Copyright of the web site remains the property of PerthWeb Pty Ltd until payment is made in full. However PerthWeb does not pass copyright for any supplied PerthWeb Content Management System (CMS) to the client, only a license the use the application unless otherwise agreed.

Non-payment may result in retraction of any right to use copy written material.

A debt collection agency may be used once an invoice is 30 days overdue, and any agency fees, legal costs, or other expenses incurred in collection of an outstanding account will be payable by the client.

### Termination

Termination must be advised in writing. PerthWeb reserve the right to pause or terminate the project if the project is delayed by client inactivity for a cumulative period of greater than 2 months in total, and to charge a project recommencement fee of \$500. Following pause or termination of the project, PerthWeb will invoice for the total hours completed on the project by PerthWeb, or the total project cost, whichever is the lesser fee. If the hours completed on the project are less than the deposit fee, no additional fee will be invoiced.

### Warranty

PerthWeb Pty Ltd undertake to correct any repair to programming code that causes an operational error, if advised in writing by the client within 365 days of invoice to the client. This warranty does not cover errors caused by third party software or if the client has altered the provided code.

### Copyright

This quotation is to be considered the intellectual property of PerthWeb Pty Ltd.

### Jurisdiction

These Terms & Conditions shall be governed by the laws in force in the State of Western Australia, and PerthWeb and the client hereto submit to the exclusive jurisdiction of the Courts of that State.