



Web Development & Digital Branding - GR8

netro 
We find inspiration in what's next

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TO: Davide Frau, GR8

RE: Web Development & Digital Branding Proposal

Scope of Work

High Quality Custom Web Design – Desktop & Mobile

- Professional Custom Web Design
- Dynamic Homepage
- Experiences (Passions)
 - List Page
 - Details Page (with Gallery)
- About Us
- Team (dynamic)
 - List Page
 - Details Page
- Contact Us
- Privacy Policy
- Terms & Conditions
- Temporary Splash Page
- Unlimited Landing Pages via CMS

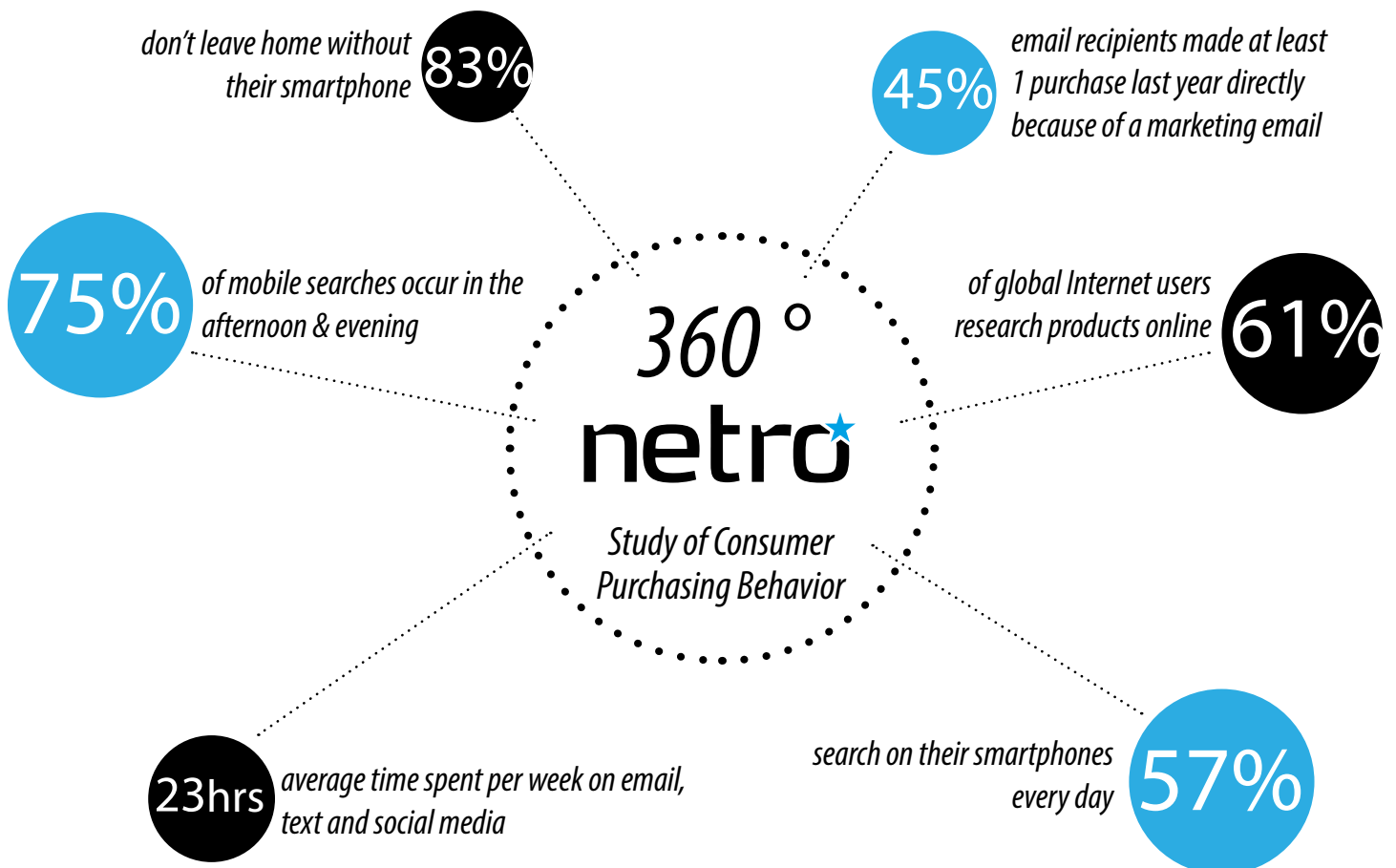
Timeline & Cost

Desktop & Mobile Development & Configuration

- Timeline: 2 months
- Cost: \$0

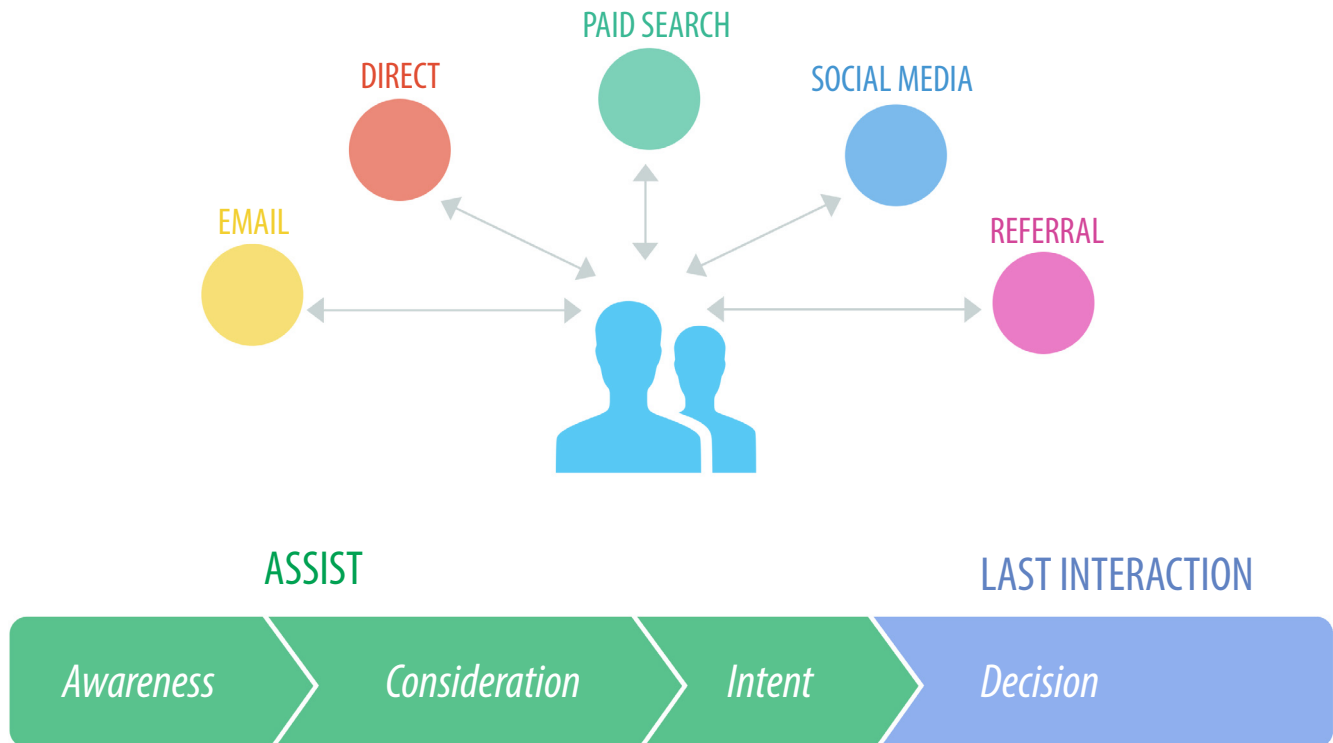


Get to know your clients...



How do different marketing channels affect customer purchase decisions?

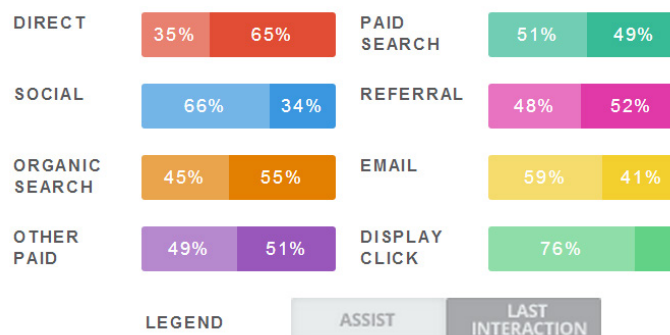
Marketing channels (such as email, display ads, paid search ads, social media, and direct visits to your website) influence your customers at different points in the path to purchase.



ASSISTING channels build awareness, consideration, and intent earlier in the customer journey or “purchase funnel.”

LAST INTERACTION channels act as the last point of contact prior to a purchase.

Typical Channel Roles in the Journey: assist vs. last interaction



Our Process

Our project managers help you through every stage of the web development process. There will be a dedicated Project Manager working directly with you to deliver Progress Reports as well as a schedule. The Project Manager will measure and track project velocity by comparing actual to estimated development time to meet the project schedule.



Prototype ★

In order to communicate efficiently, we develop a clickable HTML prototype for clients to experience and understand the functionality of the design.

Graphical User Interface - Design ★

We strongly believe that an aesthetically beautiful design is the perfect complement to great functionality. Our talented team of artists can take your original design ideas and make them come to life the way you envisioned.

HTML Coding ★

Our team of experts will program and code your project in the most efficient way, making sure that all the critical aspects are met and that your software specifications perform smoothly and accurately.

Content Management System Integration ★

Our platform was designed with marketers and content creators in mind. You don't need a webmaster to manage your content. With NetroCMS you have the tools you need to add, edit and publish content on your website, quickly and easily.

Quality Assurance ★

We carefully test and analyze all of our projects in order to deliver the best results. We utilize the latest tools and technology to study user behavior and spot potential issues, keeping up always ahead of the curve.

Training ★

Even though our Content Management System is very intuitive and easy to use, We still want our customers to feel empowered and fully comfortable to manage the content of their web site.

Our Technology

Enterprise Content Management System

NetroCMS is our powerful and feature-rich content management system. We developed it with marketers and content creators in mind. Our CMS is easy to use and intuitive, while at the same time, being a powerful and robust platform that can scale from small and medium size businesses all the way up to enterprise.



All-in-One Responsive and Adaptive Mobile Design

Seamless mobile design integrates with our content management system for optimal viewing experience and navigation. Consistency is key, and with NetroCMS, your website will look great across all devices, including tablets and smartphones.



Built-In Ecommerce Solution

NetroCMS gives you all the tools you need to build a successful online store. Start selling right away with our seamlessly integrated e-Commerce system. You can choose from a wide range of configurations for you to personalize your content. No project is too big or too complicated with our enterprise e-Commerce.



Architected for Speed & Efficiency

Waste no time when creating and launching a powerful website with the help of our easy to use tools. From prototype to finished product, NetroCMS helps you achieve your goals fast.

Our Project Management

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Complete Process

NetroStar is with you every step of the way. We will run quality assurance, beta testing, deployment, and training. We provide continued maintenance and monitoring of performance as long as necessary.

CMS

NetroStar specializes in Content Management platforms. We provide a fully customizable NetroCMS interface that allows easy content updates and publishing.

NetroStar delivers state of the art Content System Management (CMS) including:

- *Drag and Drop Interface*
- *Mobile Web Design*
- *Easy to Use Page Editor*
- *Content Revisions*
- *Integrated Inventory Management*
- *User Management*
- *Unlimited Product options*
- *Blog*
- *Promotions (coupon code, temporary discount on inventory items etc.)*
- *Integration with multiple Payment Gateways for credit card and e-checks processing*
- *Powerful Reporting system (Sales reports, revenue stream report etc.)*
- *Order management*
- *Loyalty Rewards & Points program*

On-Target

We develop solutions specific to your needs. All solutions have a custom approach to your business and meet all requirements without unnecessary features and complications. You get exactly the scope of work you specify.



WE CAN HELP YOU **WIN ON THE WEB!**

netro★

We find inspiration in what's next

Netro offers fast, simple, and affordable solutions for a wide variety of businesses on the web.

We'll be a partner to your business, giving you the latest tools and expert advice. Let Netro be your expert guide to Web Development, E-Commerce, Social Media, Search Optimization, and Pay-Per-Click Campaigns.

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About NetroStar

NetroStar Inc. was founded in 2004 in Miami, Florida. We are a digital and creative agency providing services internationally. Since its inception, NetroStar has focused on providing exceptional service and cutting edge website design, web development, e-commerce and search engine optimization.

Our staff is an international team of skilled and seasoned professionals, including Web developers, graphic designers, SEO specialists, software engineers, copywriters, creative directors and project managers. Over the last nine years, NetroStar has emerged as a local market leader while expanding our client reach to various countries throughout the world.

What sets NetroStar apart from other digital agencies is our absolute dedication to the client's needs. We go the extra mile and care for our client's success as if it were our own. We succeed when our clients succeed.

NetroStar Team Members have "real world" experience and wide industry expertise, giving clients more than just technical and creative service. We act as a consultant to our client's business.

Our strengths include planning, process, technology, organization, and carefully selecting the right people for the project.

We have completed projects for clients from the US and many different countries worldwide. Our clients range in size from small businesses to global brand names, including:

- *Nobu Hotels (Nobu Matsuhisa, Robert DeNiro Group)*
- *Inglot Cosmetics*
- *Avior Airlines*
- *Mercader Retail Stores*
- *Funding Wonder*
- *Titan Focus*
- *Viax Technologies*
- *HR Pharmaceuticals*
- *Restore MD*

over 200 clients Worldwide

In the last ten years, we have served companies from virtually every major industry: Banking, Construction, Consumer Electronics, Entertainment, Engineering, Finance, Fashion, Food, Healthcare, Insurance, Manufacturing, Recreation, Tourism, Transportation, and Shipping. We have experience in managing web projects of all sizes and range of scope. We have the ability to work remotely for our US and overseas clients.