Website Proposal: Khaleej Electronics & Khaleej Fixer

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Prepared by Qelv. Two new websites: a Shopify online store for Khaleej Electronics and an informational website for Khaleej Fixer, both built ready for the SEO program in our separate SEO proposal.

Website	What we build	Platform	Timeline	Price
Khaleej Electronics (khaleejelectronics.com)	Online store for refurbished laptops, MacBooks and accessories	Shopify	3 to 4 weeks	PKR 300,000
Khaleej Fixer (khaleejfixer.com)	Informational website for the repair business	WordPress (recommended) or Next.js	3 to 4 weeks	PKR 200,000
Total				**PKR 500,000**

1. Khaleej Electronics: Shopify online store

A new online store on Shopify. Shopify is built for selling online: hosting, security and checkout are handled by Shopify, and your team can add products, manage stock and process orders from one dashboard or the Shopify mobile app.

Pages

Page	What it includes
Home	Featured laptops, current offers, your main brands, why customers buy from Khaleej Electronics, and quick links to shop
Product listing	All products in one place, with collections by brand (Apple, Lenovo, HP, Dell, Asus, Acer) and category (laptops, MacBooks, accessories), plus search and filters
Product page	Layout for each product: photos, price, specifications, warranty and add to cart
About Us	Who you are, what you sell and why customers buy from you
Visit Us	Showroom address, Google Map with directions and opening hours, if the showroom is open to visitors
Contact Us	Contact form, phone, WhatsApp and email
Blog	Ready for blog posts, including those planned in our SEO proposal
Privacy Policy	Based on Shopify's standard template, with the wording confirmed by you

Store setup and integrations

Item	What we do
Domain	khaleejelectronics.com connected to Shopify, without affecting your business email
Delivery	Delivery areas and charges set up based on your current delivery terms
Order emails	Order confirmation and shipping emails branded with your logo
WhatsApp	Chat button on every page
Google Analytics and Search Console	Connected, so you can see visitors and search performance from day one
SEO basics	Page titles and descriptions for the pages we build
Redirects	Your current website's main pages and categories redirected to the new store, so existing Google visibility is kept
Mobile-friendly design	Every page checked on phones, tablets and computers

Theme

Option	Details
Free Shopify theme	Included. Customized with your logo, colors and fonts
Premium (paid) theme	Optional, at extra cost. The theme's one-time license is purchased from the Shopify Theme Store

Products

Products are not uploaded as part of this project. At launch we walk your team through adding products in Shopify, one at a time or in bulk from a spreadsheet, and hand over a short step-by-step guide.

Product upload and optimization (titles, descriptions, photos, prices, stock and search settings) is available as a separate service.

Payments

Payment gateway options will be explored separately. Choosing, applying for and running a payment gateway is your responsibility: providers ask for proof of business standing, such as a valid trade license and a business bank account, and approval is decided by the provider.

Until a gateway is approved, Shopify's cash on delivery option can be used to take orders.

2. Khaleej Fixer: informational website

A new website that presents Khaleej Fixer's repair services clearly and makes it easy for visitors to call, message or send an enquiry. It is not an online store: its job is to explain the services and bring in repair customers.

Platform: WordPress or Next.js

The website can be built on either platform for the same price.

	WordPress	Next.js
What it is	The most widely used website platform, with a simple admin panel	A modern framework for fast, custom-built websites
Editing pages and blog posts	Your team can edit text and publish posts from the admin panel	Changes usually go through a developer
Speed	Fast with the right setup	Very fast
Upkeep	Regular plugin and security updates	Fewer updates needed
Moving current content	Simple, since your current website runs on WordPress	Content has to be converted and moved across
Best for	Regular publishing and easy editing	Top speed and a fully custom build

Our recommendation: WordPress. Your current website already runs on it, existing blog posts move across easily, and regular blog publishing, including the posts planned in our SEO proposal, is simplest there.

Pages

Page	What it includes
Home	Your main services, the brands you repair, why customers choose Khaleej Fixer, and clear call and WhatsApp buttons
About Us	Who you are and how you work
Services	All services on one page, linking to each service page
Service pages (up to 15)	One page per service on a consistent layout: what the repair involves, brands covered, common questions and a contact prompt
Blog	Your existing blog posts carried over, ready for new posts
Contact Us	Repair enquiry form, phone, WhatsApp, email, address and Google Map
Privacy Policy	Standard template, with the wording confirmed by you

Planned service pages, matching the services on your current website:

Group	Service pages
Laptop and desktop repair	Laptop Repair, Laptop Repair in Sharjah, Laptop Screen Repair, Laptop Battery Replacement, Desktop Repair
Apple and other devices	MacBook Repair, iMac Repair, iPad Repair, Microsoft Surface Repair
Brands	Lenovo Laptop Repair, HP Laptop Repair, All Brand Laptop Repair

Group	Service pages
Other services	Data Recovery, AMC Services, System Setup, Cloning and Email Backup

Features

Feature	What it does
Call and WhatsApp buttons	On every page, so a visitor can get in touch in one tap
Repair enquiry form	Device, brand, problem and contact details, sent straight to your email
Google Map	Directions to your shop on the Contact page
Mobile-friendly design	Every page works on phones, tablets and computers
Google Analytics and Search Console	Connected, so you can see visitors and search performance from day one
SEO basics	Page titles, descriptions, sitemap and local business details set up
Redirects	Current pages that are not rebuilt are redirected to the closest new page, so visitors and Google land in the right place
Secure connection	Every page served over https

3. Timeline

Each website takes 3 to 4 weeks. The timeline starts once we have your brand assets and account access, and depends on how quickly reviews come back. Start dates for the two websites are agreed at kickoff.

Week	What we do	What you do
1	Kickoff call, site structure agreed, platform and theme set up	Share brand assets, business details and account access
2	Design and build the main pages	Review the first version and send your changes (round 1)
3	Build the remaining pages, set up integrations, test on phones and computers	Review the full website and send your changes (round 2)
4	Final changes and checks, redirects, launch, and a walkthrough with your team	Approve the launch and join the walkthrough

4. What we need from you

Item	For
Brand assets and guidelines: logo files, brand colors and fonts	Both websites
Business details: address, opening hours, phone, WhatsApp and email	Both websites

Item	For
Photos of the shop, team and products	Both websites
Delivery charges and areas, warranty and returns terms	Khaleej Electronics
A Shopify account in your name (we guide you through creating it)	Khaleej Electronics
A hosting account in your name, or your current hosting details	Khaleej Fixer
Access to your domain settings and current websites	Both websites
A Google account for Analytics and Search Console	Both websites

Page text is carried over from your current websites and tidied for the new design, so we only need new or updated information from you.

5. Costs paid directly by you

These are paid to the providers, not to Qelv, and are not part of the project price.

Item	Applies to
Shopify monthly plan	Khaleej Electronics
Paid Shopify apps, if you choose any	Khaleej Electronics
Premium theme license, if chosen	Khaleej Electronics
Payment gateway fees	Khaleej Electronics
Website hosting	Khaleej Fixer
Domain renewals	Both websites

The SEO program is covered in our separate SEO proposal.

6. Optional add-ons

Add-on	What it covers	Price
Premium Shopify theme	A paid theme instead of the free one, customized with your branding	Extra cost; theme license paid to the Shopify Theme Store
Product upload and optimization	Products added to the store with titles, descriptions, photos, prices, stock and search settings	Quoted on the number of products
Ongoing maintenance	Monthly updates, small changes and fixes, for either website	Monthly, quoted separately
Payment gateway setup	Exploring gateway options with you and connecting the one you are approved for	Quoted separately

7. Investment and terms

Payment is split in two for each website: 50% to start and 50% before launch.

Payment	Khaleej Electronics	Khaleej Fixer	Total
At start (50%)	PKR 150,000	PKR 100,000	PKR 250,000
Before launch (50%)	PKR 150,000	PKR 100,000	PKR 250,000

Term	Details
Changes included	Two rounds of changes per website, in weeks 2 and 3
After launch	Anything not working as agreed is fixed free of charge for 14 days after launch
Ownership	Everything is set up in your name: Shopify store, domain, hosting and Google accounts. The websites are yours
Extra work	Anything outside this proposal is quoted and agreed before it starts

8. Next steps

1. Confirm this proposal and the platform for Khaleej Fixer.
2. First payment (50%).
3. Kickoff call, where you share brand assets, business details and account access.
4. Build starts, with the first version ready for your review in week 2.