

# GulfPower Website Proposal

Presented to



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## Project Overview

The purpose of this proposal is to develop a dynamic, user-friendly, and responsive website for the GulfPower company using our custom framework and Content Management System (CMS). The site will serve as an information hub for all GulfPower products, services, news updates, and other features.



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**Dear Sir,**

We are in IT-RAYS proud to submit our response in reference to your Request for Proposal for GulfPower website.

As a software professional services firm with well-established development expertise, we believe we are best positioned to meet the requirements. Our unique blend of qualified resources, certified development methodology, project management expertise, technical knowledge, and business processes support our competitive position and ensure customer satisfaction.

We believe in our ability to help GulfPower to achieve its objective for implementing the GulfPower website and appreciate the opportunity to be part of this initiative. We look forward to working with you on this project and hope it initiates a long-term engagement between us. We will await your evaluation and feedback.

Sincerely,  
Mohamed Montaser

#### **Contact Information**

For all your inquiries and questions concerning this document, please contact

Mohamed Montaser  
CEO  
[m.montaser@it-rays.net](mailto:m.montaser@it-rays.net)



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## 1. IT-RAYS

- **About IT-RAYS:**

A company where you can find every beautiful mind and talented resource. We specialize in helping other developers make it easier to code and to live. We provide several services free of charge Web Services for many things on the web passing through Web and Mobile applications development with the best existing User Experience and ending to Creating hand-crafted WordPress themes on Envato marketplace. We also provide custom solutions on a large scale for corporate levels. Our products have the highest level of Quality ever existing.

- **IT-RAYS History:**

IT-RAYS was established in 2012 and believe in changing the world to go better. The company originally worked all over the world and has established many successful projects in the Middle East and the globe.

The owner of the company has more than 19 years of experience in IT sector and has led many businesses to grow exponentially. He believes that the open market is the key value that can take you to the great success as well as the worldwide popularity.

- **IT-RAYS Vision:**

We believe that we can deliver a value to all our customers in a way that really matches every client's needs. Not only delivering a value but also a high-quality value in the key value for our success stories. This we believe can make everyone's life better by changing the quality of services for every client to the highest level.

- **IT-RAYS Services:**

We provide many services on the market, below are some examples of the service (but not limited to)

- 1- Custom professional software solutions.
- 2- User experience, UX review and UX design.
- 3- Hand-crafted unique WordPress themes.
- 4- Mobile applications development.
- 5- Website and Web Portals development.

Web services are free of charge for developers around the world.



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## 2. References

Some of our work:

<http://jadeerlaw.com.sa/>

<https://tosypump.com.sa/>

<http://fbte.it-rays.net/>

New Jadeerlaw platform (Will be up soon):

<https://jdr.it-rays.net/>

and, here is some of our theme's demos:

<https://crust.winsomethemes.com/>

<https://radica.winsomethemes.com/>

<https://qonspt.winsomethemes.com/>

<https://econo.winsomethemes.com/>



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### 3. Summary

#### Why use Our Custom Framework?

Unlike many providers that simply offer standard Laravel PHP solutions, we dive deep into the core of Laravel to craft exceptional, elegant software that elevates the customer's needs and provide unique, stable and secure software for our customers in one place.

Our dedication to quality and innovation has resulted in software that is not only just functional as per customer requirements, but also highly dynamic, re-usable systems and our commitment to excellence has made our products top-level. With a focus on customization, performance, and responsive design, we go the extra mile to ensure that our software meets the diverse needs of our clients, setting their websites apart in a crowded online space.

#### Objectives:

- Create a modern, visually appealing website to promote the GulfPower using the latest trends and standards.
- Ensure ease of use for both administrators (through CMS dashboard) and end-users (visitors through Frontend).
- Incorporate a responsive design for seamless accessibility across devices (desktop, mobile, tablet, etc..).
- Integrate functionalities: “Request a Quote”, contact us and FAQ with current CRM system.
- Ensure multilingual support (Arabic & English) with a potential for further language expansion.



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## 4. Project Scope

The project scope includes the development, design, and implementation of a new website using our custom development framework. The following functions will be incorporated:

### a) Main layout Features:

#### **Header:**

- Company logo.
- Site navigation menu that contains:
  1. Home
  2. About us
  3. Products
  4. Services
  5. References
  6. News & Media
  7. Contact
  8. Portal
- Search button.
- Light & Dark theme button.
- Language switcher buttons.

#### **Footer:**

- Company logo & Brief info.
- Extra navigation links:

#### Pages:

- Home
- About
- Services
- FAQ
- Contact Us

#### Quick Links:

- Media Center



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- Products
- Our Team
- Careers (External link not in project scope).
- Newsletters subscription form.
- Legal:
  - Terms & Conditions
  - Privacy Policy
- Social media links.
- Company copyrights.

**b) Front-End Features:**

The Site will be implemented with the latest trends that will make it faster, secure and user-friendly, and will contain:

**Home page:**

- Hero section for the site intro with attractive slides highlighting the site's key features.
- Products Section that retrieves the recently added products in a rotating carousel.
- The services section displays the featured company services.
- Calculator section:

Generator Fuel Consumption Calculator:

User Inputs:

- Generator power (kVA)
- Daily operating hours
- Current fuel price (Diesel or Gas)

Benefits

- cost understanding
- fuel efficiency
- decision support

How it works: The calculator estimates daily, monthly, and annual fuel consumption and projects overall fuel costs based on current prices.



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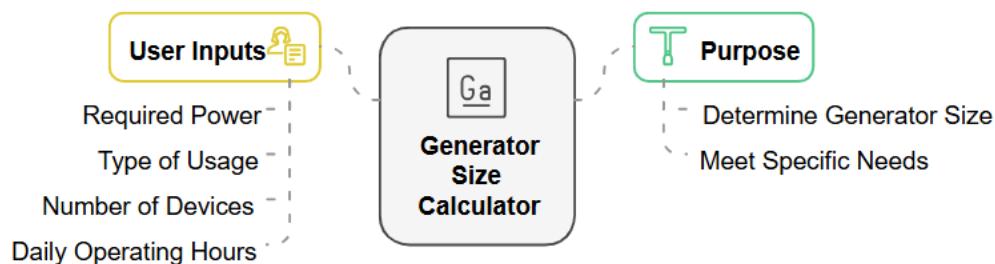
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## Generator Size Calculator:

An interactive tool that helps customers select the appropriate generator based on their specific needs.

### Generator Size Calculator: User Inputs and Purpose



- The solutions section describes info about the company solutions.
- Our certificates section with an Icon carousel shows the company certifications.
- Partners section with an Icon carousel shows the company partners.
- Clients section with an Icon carousel shows the company clients.

### About us:

- All the information about the Company.
- Objectives.
- History.
- Background.

### Services page:

Represents the following services as subpages:

1. Supply, Design and Operate.
2. Genuine Spare Parts.
3. Long-Term & Short-Term Generator Leasing.
4. Energy Consulting & Custom Solutions.
5. Customized Solutions.
6. Installation.
7. Product Training.
8. End-to-End Engineering Support.



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## 9. After-Sales Services.

### **Products:**

#### 1. Main Page

Listing all Products categories in a grid view (Boxes) with 3 or 4 columns per row, that reflects the system products categories.

#### 2. Filter Options (Sidebar or Top Section)

- KW (Kilowatts).
- Category.
- Engine (Volvo Penta, John Deere...).
- HP (Horsepower).
- RPM (Revolutions Per Minute).
- Frequency (50hz or 60hz).

#### 3. Products List Page

Each product displayed in a card format with:

- Product Image.
- Product Name.
- Key Specifications (Power, RPM, etc.).
- "View Details" Button.
- "Get Quotation" Button (Leads to inquiry form).

#### 4. Product Details Page

Each product should have its own page with:

- Product Name & Image Support 3 D.
- Technical Specifications.
- Features & Benefits.
- Download Datasheet (PDF) (Need fill form before download) Name Mobile Email reflected on CRM.
- "Get Quotation" Button → Leads to an inquiry form reflected on CRM.
- Related Products Section.

#### 5. Products compare module:



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Enable users to compare up to 3-4 generators side by side based on specifications and features.

6. Whitelist Products:

Page to show all whitelisted products for future use or purchase.

7. Get Quotation” Button & Inquiry Form :

The “Get Quotation” button should lead to a custom inquiry form with:

- (Individual or corporate) selection
- Customer Name
- Company name if corporate
- Email
- Phone Number
- Product Name (Auto-filled)
- Quantity Required
- Additional Comments
- Submit Button (Sends request to sales team)
- Reflected on CRM as lead

**Generator Sizing Page:**

A step-by-step interactive tool that asks users about their power needs (e.g., appliances, tools, or equipment) and recommends the right generator size.

**News & Media page:**

- Company news.
- Company media gallery.

**FAQ page:**

- A section for users to show the most things they may inquire about,
- Box to enable the user to ask extra questions with email, name and city which will be integrated with the current CRM system.

**Contact us page:**

- A form that enables the user to get in touch with the company via email and will contain:
  - Customer type (corporate “company name” or Individual)



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- Customer Name
- Email
- Phone Number
- Additional Comments
- That form will be integrated with the current CRM system.
- A company map shows the company available branches.

### **Our Team page:**

A page that shows the company staff in a grid view that describes the employees Image, name, position, small info and social media icons if any.

### **User feedback about the system:**

A feedback form to ask visitors about usability, features, etc. to improve the system usage.

### **Interactive location map:**

A map with descriptive photos for details about each branch all over the kingdom.

### **Safety tips for using generators:**

Show an icon in each product for the safety tips and how to.

### **Buyer's Guide:**

A detailed guide explaining how to choose the right generator for home, business, or industrial use, differences between inverter generators, standby generators, portable generators, etc.

### **Spare Parts and Accessories:**



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- Offer a section where users can purchase:
- Spare parts (filters, spark plugs, batteries, etc.).
- Accessories (extension cords, wheel kits, covers, etc.).

### **Terms and Conditions page:**

A legal document that outlines the rules, guidelines, and expectations that users must agree to use the Company services.

### **Privacy policy page:**

A legal document that outlines the rules and company policies that the company applies.

### **Accessibility Features:**

Compliance with web accessibility standards (WCAG 2.1) to cater to users with disabilities.

### **c) Back-End Features:**

- Seamless integration capabilities with current systems (e.g., WhatsApp, CRM).
- Enhanced accessibility through search functionality.
- Custom Laravel CMS: Easy-to-use admin dashboard for content updates, user management, and website maintenance.
- Multilingual Support: Integration for both Arabic and English language options.
- SEO Optimization: Implementation of SEO best practices to enhance search engine visibility.
- Security Features: Regular updates to ensure data protection and site safety.

## **Technical Architecture:**

The technical architecture will be based on the following components:

- CMS Platform: Custom Laravel Development with our pre-made CMS.
- Framework & Languages: HTML5, CSS3, JavaScript, PHP, and MySQL.



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- Database: MySQL database.

## Design & User Experience:

- User Interface (UI): A clean, modern interface that reflects the brand identity of the GulfPower.
- User Experience (UX): Intuitive navigation with clear call-to-actions (CTAs) to enhance user engagement.
- Responsive Design: Cross-browser compatibility ensuring the website adapts to various screen sizes and devices.
- Branding: Consistent use of Company logos, colors, and typography.



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## 5. Process

- **Process Description**

IT-RAYS follows the best practices and process methodologies in the world. We use AGILE methodology that enables the customer to engage through the development process. AGILE enables IT-RAYS to accept changes at any time. AGILE delivers a value each 10 working days.

### Execution Process Description

- IT-RAYS will execute the design.
- The customer will approve it.
- The customer has the right to update one round only.
- Each round has multiple comments.
- Any other changes are considered later as a change request with a separate cost out of this proposal.

- **What will you receive:**

- **UI design:** themed and colored as per your brand guideline.
- **HTML version:** code runs on browsers but no DB and back end.
- **Full Developed website:** last stage you get a fully functional website with full features and admin panel.

- **In scope**

- Integrating the request a Quote, contact us and FAQ forms with the existing CRM system.
- Bugs maintenance and fixing for 2 months.
- Content management system.
- Executing all the features described above without changes and modifications.

- **Out of scope**

The following is out of project scope and out of financial pricing in this proposal:

- Providing Server for installing the software and Servers Hardware and administration service.
- Registration, login, user systems.
- Providing any software license for the software solutions and running licenses.
- Development of any feature and software outside this proposal scope and not mentioned in this proposal.
- Development of any web services to integrate with any system not mentioned in this proposal.



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- Website data entry and software solution's data entry after development.
- Any mobile applications development not mentioned in this proposal.
- Integration with any payment gateway not mentioned in this proposal.
- Integration with any SMS gateway not mentioned in this proposal.
- Data translation for website.
- Providing 3<sup>rd</sup> party application license for the portal.
- Website hosting for the portal.
- Any other software development not mentioned in this proposal.
- Content editing and updating.
- Purchase of any photo stock to support the design.
- Live chat service provider fees.

- **What IT-RAYS needs from GulfPower initially**
  - Send the best colors they see for the website.
  - Send pictures for gallery and video gallery samples
  - Send the company logo in high resolution
  - Review the proposal for any conflict or clarification required.



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## 6. Workflow and Offer

### Project Rough Time Estimation and Timelines

- i. This project will run roughly in **5 weeks**.
- ii. This project will cost **25,000** S.R.
- iii. This project period can change anytime based on any change of the scope.

Week/Stage	W1	W2	W3	W4	W5
UI Design	Y				
HTML static		Y			
Full website		Y	Y	Y	Y
Full delivery					Y

### Company information:

- Name: IT-RAYS
- Email: info@it-rays.org
- Address: 50Ali Khalifa Street, New Toril, Mansoura – Dakahlia – Egypt



**We hope that this proposal matches your needs and help you and your company.**

**Do not hesitate to contact us anytime for any clarification.**



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