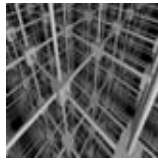


EDESIGNZ LIMITED
Internet Development

web www.edesignz.co.nz
email info@edesignz.co.nz

DEVELOPMENT
PLANNING



Budgets

Budget Planning Advice for your Web Presence

It's perfectly okay to have small budget to start with, but if this is the case, then don't try doing it all - use it to get an important element of the business up.

This might be customer feedback or a product catalogue. The difference comes in spending the budget for the right things, and at the right time.

Be as aware as you can be of how the process of Design & Launch for your Web Site commences from the word Go! Use it as a checklist to tick off what you already know about the Development process and what areas of information you need further clarification of. That way you can save yourself time and money when it comes to getting the process formally underway.

1. INITIAL PREPARATION

- Planning the Project out: Why it is necessary and what aims is the investment supposed to achieve in relation to your intended business/personal future;
- Acquiring the skills of professional Copywriters for the Content;
- Acquiring necessary Creative expertise: the hiring of the Site Developers;
- Commissioning Promotional Strategies: Print exposure, etc;
- Training in-house vs. hiring Consultant services;

2. BUILDING PREPARATION

- Consulting with the Site Developers;
- Initialising the Proposals for Development;
- Working out the Contractual Processes;
- Working out the feedback process on Development Models ;
- Acquiring necessary equipment, or outsourcing this aspect of the new Site totally;
- Acquiring necessary Drafts of work;
- Committing to the full development;

3. PROMOTIONAL COSTS

- Online Directories (Local, Regional, National and Targeted -- e.g. Yellow Pages);
- Online Search Engine Submissions [free submissions rarely produce the required results – more likely you should opt for paid submissions to guarantee a quicker appearance in the relevant Index/Search Engine];
- Newspaper Advertising on a national basis / local basis;
- Stationary redesign if necessary / re-issue with Web Address;
- Magazine Advertising;
- Local Trade Papers;
- Official Press Releases / Formal Media Launches / Special Report;
- Mail Outs to potential and existing Customers advertising your new presence;
- Brand awareness building, especially if intending Web site to be main focal point for Customers: different set of promotional products for 'bricks-and-mortar" business.;

4. ONGOING COSTS

4.1. Necessary Costs:

- Maintenance of Technical Requirements** – Yourself, or Consultant service such as us?
- Maintenance of Site Content** - Yourself, or a Consultant service?
- Hosting Costs** - In house, or an external Provider?
- Redevelopment at any stage** - Web Sites are re-evaluated for effectiveness every 6 months at least. This may require modifications to the Site, or changes in Advertising initiatives, all of which has a subsequent cost attached.

4.2. Optional (Dependent on the type of Web Site/Business Case):

- Detailed Statistical Data Reports** – Getting to know who is visiting, what they are visiting, where you should therefore improve Services. In house, or external Provider?
- E-Commerce Transaction Fees** - Charges from the Bank & Provider of interface to Bank services required for such transactions to take place
- Merchant Account Fees** – If conducting E-Commerce, the Account itself has a maintenance charge like any other facility the Bank would provide
- Staff training** – If required to maximise the new Web presence of your Business