

# Happy Web Short Quote:

Supplier: S.C. HAPPY WEB S.R.L. - RO 33099157, Bucharest, 3rd District, Brates Entrance, no. 15

Customer: A to Z Motor Spares Wakefield Limited , Unit 6 Lawefield Park , Lawefield Lane , Wakefield , WF2 8ST

This offer was created on 26.01.2021 and will expire on 01.03.2021.

As I wrote in my previous e-mail, I can only make an estimate as the exact costs will vary in time depending on what you decide to do and this might change after 1-2 months as we need to adjust to the business external environment changes. Can there be a fixed cost set to your business plan in this period when everything seems to change so fast?

Our quote is  $\pm$  on everything because we believe in flexibility and adjusting to reality with every change in the business objectives. Let's define the business objectives, derive the marketing objectives from them and with these let's make a marketing communications plan. Will we know then what needs to be done every month for the next 3 years? Well, the answer is **NO**, but we will have the starting point and we will know where we want to be in 3 months. In our opinion the strategy needs adjustments every month and evaluation every 3 months. This way you don't waste your time and money chasing business ghosts, but see if the objectives are met in maximum 3 months. Most online marketing channels are not accurately evaluated in less than 6 months, but after 3 months we always get a trend and feel if it's working for our objectives.

Below you have a summary of what we think your business development will cost for the first year including software development, maintenance, online marketing fees and online marketing budget.

Description	Frequency	Total (including VAT)
Initial development	One off	$\pm$ 7000 euro
Monthly recurring charges	Monthly	$\pm$ 600 euro ( $\pm$ 7200 euro/year)
Marketing budget	Monthly	>1000 euro (>12000euro /year)

Total	Year 1	$\pm 14200$ euro – development+maintenance and online marketing fees $\pm 12000$ euro – online marketing budget <b>GRAND TOTAL:</b> $\pm 24.200$ euro
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