



Project Proposal

For President Hotel Cairo

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A combined proposal for services from



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The Concept

The concept, is a core concept or view that your designs site will be based on. This concept will be changed, edited, and modified through formal needs assessment and brainstorming sessions.

Objectives

To maintain the highest level of clarity, organization, and intuitive usability.

- Reinforce the desired image.
- Develop desired positioning.
- Communicate closely with customers.

KD Group Rationale & Strategy

1. Rationale

Throughout different projects we have encountered, We were able to recognize specific issues that affect and directly influence the success of any mission. These issues are:

1. **Implementation time frame** (as much as client's team are able to keep revision times within the timeframe of the project, as much as the implementation phase is smooth and matches the project's timeline)
2. **Clear client's needs** (the clearer the client's needs are, the more accurate outcomes are achieved)
3. **Clear project goals and objectives** (specific objectives are the benchmark & guidelines for the entire project)
4. **Follow-up and evaluation system** (evaluation of the project after publishing through the same service provider or a third party is essential to measure objective achievements and formulation of corrective strategies)
5. **Cooperation and team work** (Our team believes that the heart of success is team work)

2. Strategy:

Our strategy is a customer-driven strategy. It integrates clients' needs and our design and development capabilities, aiming at achieving objectives and ultimately, total satisfaction.

We believe that any project we engage into has a lifecycle, during which we strive to take our clients through the best experience ever; "*The Ideal Experience*" – Create an outstanding experience, an outstanding output, and take the target audience through the "*Ideal Experience*" of the electronic age.

Methodology

Our methodology starts with a complete and clear understanding of our client's needs and expectations through brainstorming sessions, needs assessment and accurate profiling with the project team.

Needs assessment sessions are not just gathering web related data and/or materials, but are sessions that enable the client's project team and ours to interact and communicate forming a mutual vision for the entire project.

Communications includes; identification and profiling of the target audience, objectives, general aim, integration with other marketing channels, nature of products/services, internal users, backend needs, backend infrastructure, and future development possibilities.

After the needs assessment is completed, and both teams have a mutual vision and understanding of the main structure, scope and size of the project, the next step in the planning phase begins, which includes:

a) Development of a "Working Plan"

A working plan is a written format of tasks, requirements, dates, and meetings schedule. The "Working plan" facilitates and organizes the entire project and keeps the client updated and aligned in actions.

The concept is the core of all designs. It defines the direction, magnitude, and creative representation of client's communication and marketing messages. It also includes ideas and suggestions for the whole website.

Another brainstorming session will take place to ensure complete understanding of client's needs and desired web concept, accomplishing the final concept for the website.

b) Design

After development of the working plan and final concept, the design phase is put into action and the design team starts generating design concepts, ideas, and layouts.

Client has the option of commissioning the full copywriting and development of the text or the editing of current text as well as text written by the client.

Text manuscript and design options are then reviewed, discussed, edited and changed accordingly. Once revisions are agreed upon, a final approved layout is signed off on for implementation.

c) Implementation

Other steps like implementation, testing, maintenance, and evaluation for future development follow through the development.

Project Scope

1. IT (computers / network / emails)
2. Website facelift
3. Offline activation

PART01: Computers & Networking



Supplying and assembly of 5 Computers networked in the Hotel building and the 2 buildings next to it:

- Dell-HP-Fujitsu-Toshiba (Branded used computers – based on availability) + LCD 17" - **Core 2 due 1GB RAM , 80GB HD**
- External manageable Hard storage 1TB (for shared folders with permissions)
- 2 switches 10/100 – for connecting between buildings
- Configuration and connecting all 5 computers as per required
- Email setup for all users on new computers
- Setting up shared folders on external attached storage

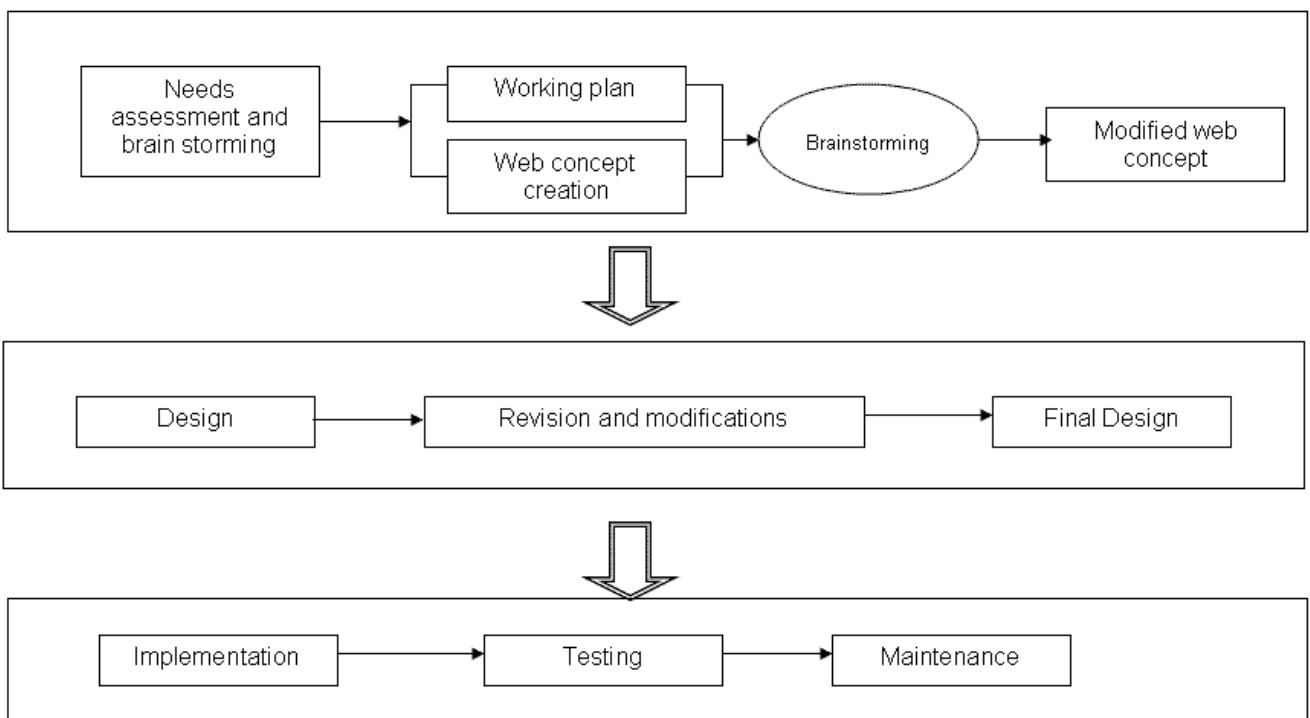
PART02: New website design and development + social media

Website will be based on a new interface facelift that goes along with today's hotel trends worldwide. The concepts will be based on what we have discussed earlier in our previous meetings

Website design:

- I. President hotel (also includes New president hotel)
- II. Complete website design facelift and development with the following deliverables
 - Front and Interior interface designs.
 - Integrated information architecture for different categories.
 - Building an online presence using a backend that gives control over website updates extent flexible page layouts for each section if needed.
- III. Project cycle:
 - Planning
 - Design (2-3 different designs with up to 2 revisions for the selected design)
 - Development
 - Publishing and testing

Web development cycle



Social Media (Presence/Marketing):



- I. Design and development of a custom Facebook page + twitter+ Youtube channel
- II. Managing content / events and creating a 2-way link to and from website
- III. Creating PPC campaigns to promote website and drive traffic **

WHAT YOU SHOULD KNOW ABOUT:



What used to be a place for college students and younger is now a place for everyone. According to new reports the fastest growing demographic on Facebook in 2010 is adults aged 55 and over. The largest overall demographic on Facebook is ages 35-54, which makes up 29% of all Facebook users.

54.8% of Facebook users are between the ages of **25 TO 54**



Will provide Facebook strategies and implementation for businesses in the areas of:

- | | | |
|---|---|---|
| ☐ Design and integrate a Facebook marketing program tailored to your business and marketing needs. | brand/product evangelists and even potential employees | ☐ Build Facebook widgets and applications that your fans can share |
| ☐ Develop Facebook pages and advertising campaigns to seed your campaign to drive traffic, increase awareness, and build | ☐ Provide strategic direction on maintain successful Social Network presence | ☐ Overall project management and communication of results, reporting, and opportunities. |
| | ☐ Create and delivery demographically targeted advertising campaigns in Facebook | |



president hotel

Search

About 19,800,000 results (0.14 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- More

Alexandria Governorate
Change location

The web
Pages from Egypt

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

[President Hotel : Egypt Cairo Hotels](#)

The **Hotel President** offers 117 comfortably furnished rooms complete with air ... The **Hotel President** provides a Business Centre with telefax service, ...
[www.egyptpreservation.com/President.htm](#) - Cached - Similar

[President Hotel \(Cairo, Egypt\) - Hotel Reviews - TripAdvisor](#)

★★★★☆ 130 reviews
President Hotel, Cairo: See 130 traveler reviews, 30 candid photos, and great deals for **President Hotel**, ranked #48 of 119 hotels in Cairo and rated 3 of 5 ...
[www.tripadvisor.com/Hotel_Review-g294201-d302715-Reviews-President_Hotel-Cairo.html](#) - Cached - Similar

[President Hotel in Cairo, Egypt](#)

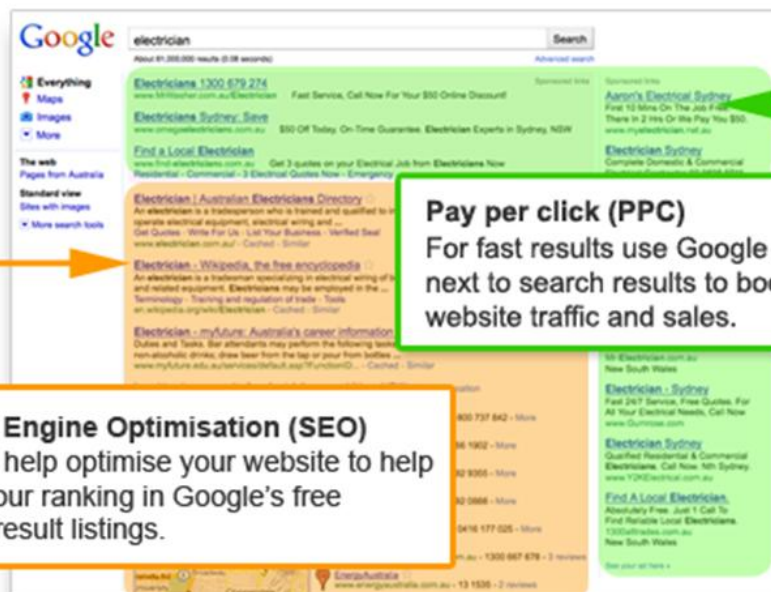
President Hotel, Cairo, Egypt, hotel information, discount room rates, photos, guest reviews and online reservations.
[www.hotel-rates.com > Egypt - Cached - Similar](#)

[President Hotel Cairo Egypt - Best discount hotel rates](#)

President Hotel Cairo : Instant Confirmation and low rates for Cairo **President Hotel** with Agoda. Centrally located on Zamalek Island, this hotel offers a ...
[www.agoda.com > World > Africa > Egypt > Cairo - Cached - Similar](#)

[Hotel President](#)

Loading.
[www.presidenthotelcairo.com/](#) - Cached - Similar



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[Profile](#)
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ezaher

President Hotel

@ThePresHotel Midtown New York City

Completely renovated into modern classic hotel with 334 guestrooms, 44 Presidential Theme Suites and Penthouse at the most convenient location in Midtown NYC.

<http://www.presidenthotelny.com>

Timeline

Favorites

Following

Followers

Lists

ThePresHotel President Hotel

I am so glad I made it to work this morning. I hope all of you did too....

12 Jan

ThePresHotel President Hotel

Don't miss the New Year's Eve in Times Square! The President Hotel is offering a special rate of \$269 to welcome the New Year!

30 Dec

ThePresHotel President Hotel

Winner Best Halloween Costumes at President Hotel at Times Square Penthouse! See photos at www.facebook.com/presidenthotel

2 Nov

50
Tweets

63
Following

117
Followers

29
Listed

Following 63

Similar to @ThePresHotel · view all

CenterplateJKJ · Follow

Anna Ference

sfhinc · Follow

sean hennessey

tloveATL · Follow

tiffani

LynnQ · Follow

Lynn Quigley

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PART03: BTL activation



○ **President Hotel facelift**

- logo facelift
- Corporate identity designs (business cards – letterheads –envelopes)
- Signage and branding
 - La terrace
 - Coffee shop
 - Cairo cellar (promotion)
- B2B communications
 - Conference rooms
 - Ballroom
 - Newsletters
 - Catering services
 - Locations
 - Outside catering
 - Home delivery
 - Special offers

○ **Le Bec Sucre**

- Logo design
- Corporate identity
- Packaging
- Flyers (10-12 flyers /year)
- In store branding and identity (for 3 locations)
- Signage designs and production
- Portable booth designs
- Truck branding

Project Costs

PART01

Category	Unit Price	Total Price (EGP)
Computers x 5	3,200	16,000
Attached storage x 1	1,500	1,500
Networking + installation	-	2,400
SUBTOTAL		19,900

OPTION A: For PART02 (on a project basis with discount applicable)

Category	Unit Price	Total Price (EGP)
New website design & development	7,500	7,500
Social Media development (FB+Tw) (doesn't include management)	3,500	3,500
PPC campaign	Recommen ded budget	USD 1000/month
SUBTOTAL		11,000
	25% discount	-2,750
	Total after discount	8,250

OPTION A: For PART 03 (on a project basis with discount applicable)

Category	Total Price (EGP)
President Hotel Corporate identity & branding	8,800
Le Bec Sucre Corporate identity and branding	12,500
SUBTOTAL	21,300
	25% discount -5,325
	Total after discount 15,975

OPTION B: For PART 02 & 03 (on a retainer basis)

ID	Category	Notes	Price
1	Monthly fee (fixed retainer) for WebArchitect	-	L.E. 2,000
	Monthly fee for Markade		L.E. 3,000
	Subtotal		5,000
	30% discount		-1,500
	Grand Total		3,500

Benefits:

- You get to create online existence for website + social media including their maintenance
- You get the whole package for new media and traditional media designs at one flat rate per month
- Retainer includes all online and offline designs
- **Production items will be submitted to you at cost (production agency will not profit from any production as print, signage, ...etc) You will get our agency rates from us or our suppliers**
- You will always have room to add / modify new ideas recommendations demands

Contract base:

- We will provide a minimum of 5 man-days guaranteed for design and development at the abovementioned price
- Up to 3 man-days per month for extra requirements
- Extra man-days beyond the will be prorated at 800.00 EGP / man-day
- Remaining man-days cannot be shifted to the following month(s)

Payment Terms:

- Contract minimum agreement is 3 months
- First payment is made for the first 3 months of agreement, and following payments start before the 3rd month commences
- Payments will then be made monthly on the **last day of the month** via bank transfer to our bank account for the upcoming month.
- Reports will be submitted at the end of the month for all month's activities and logs

How we work

- For the current project we will appoint an account executive to handle all your needs and requirements as they arise and will be the point of contact for both agencies.
- For technical issues, we will appoint a technical executive for all required matters
- You will be notified via email with the updates as they are completed or have any issues
- We have 2 online portals to handle projects as we progress:
 - <http://kdgp.basecamphq.com> (for project collaboration)
 - <http://kdgp.proofhq.com> (for designs' proofing)

General Provisions

- All media (complete text, images, and video) should be provided. This offer covers adaptation for provided material into context.
- This offer does not include copywriting nor photography
- This offer does not include any costs that cover production (printing, manufacturing ... etc)
- This offer is valid for 30 days
- Website Language will be in English & French
- Prices will vary if actual specifications differ from those defined in this proposal
- Project costs are quoted in Egyptian Pounds (EGP)

Our Clients

- UNILEVER MASHREQ

- UNILEVER FRANCE

- UNILEVER ARABIA



- UNILEVER FOODSOLUTIONS



- P&G Near East



- Orascom Development & management (ODM)



- BRIDGESTONE EGYPT



- Institute for Study Abroad (IFSA) Butler University



- Egyptian Resorts Company (ERC)



- BASF EGYPT



-
- PHARCO PHARMACEUTICALS GROUP



-
- PHARMAPLAST



-
- Frederick Oncology Hematology Associates, PC



-
- MILKANA

-
- Mashreq Des Produits Laitiers (Milkana)



-
- Sipahh Arabia



-
- International Natural Sausage Casing Association (INSCA)



-
- Animation Advertising Agency



-
- Zahran Group



-
- Alexandria Metal Works Co.



-
- ROTARY DISTRICT 2450



-
- SHEHFE CASINGS CO.



-
- EGYPTIAN TRADERS CO.



-
- EGYSWISS FOOD COMPANY



-
- NEOLITE EGYPT



-
- SUEZ SAFETY OUTFITTERS



-
- GEORGES SARA – LEATHER GOODS



-
- **DELAWARE FACILITY MANAGEMENT COMPANY**



-
- **DEAVEGNO CONSULTING**



-
- **CONCEPTS** – Marketing Consulting



-
- **MANSI EYEWEAR**



-
- **DYETEX**



-
- **EGYPT COMP**



-
- **First Egyptian Engineering & Software Systems**



-
- **RiTs-Iraq**



-
- **IT-CORNER**



-
- **E-SPACE**



○ **Gawab.com**



○ **DFTC** – Damietta Feeder Terminals Company



○ **CIMPOR - AMERIYAH CEMENT COMPANY**



○ **AAMA** – Arab Academy Marketing Association



○ **TECHNOPLAST**



○ **Motrade** – Mohsen for International Trading



○ **ELS – English Language Solutions**



○ **FOUR CORNERS** – Fine Furniture



*We hope that this offer satisfies your needs and requirements,
With our finest regards.*