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WEBSITE DESIGN PROPOSAL

Exim Routes

Table of Contents

I	COMPANY PROFILE	03
II	PROJECT OVERVIEW	06
III	SCOPE OF WORK	07
IV	PROPOSED SOLUTIONS	08
V	OUR RECOMMENDATION	09
VI	RECOMMENDED ADD-ONS	10
VII	SEO, SECURITY & ANALYTICS	11
VIII	TIMELINE	12
IX	MAINTENANCE AMC	13
X	PROJECT COSTING	14

Company Profile

Night Lab Tech is not just another digital agency – we are the launchpad for visionaries. Established in 2021, we've rapidly emerged as a premier partner for founders, startups, and businesses looking to transform their groundbreaking ideas into market-ready digital solutions.

With a diverse portfolio of products developed and delivered, our expertise has been established in MVP Development, Business Development, User Engagement, Platform Gamification, Branding & Design, Enterprise Solutions & Digital Marketing.

Our dedicated team of developers, designers, and creative folks are committed to delivering high-quality work. We take pride in our work and strive to provide our clients with the best possible experience.

Our Unique Approach: The 3-D Strategy

At Night Lab Tech, we don't just build websites or apps – we craft digital experiences that resonate with markets worldwide. Our unique 3-D strategy encapsulates our full-spectrum approach:

1. *Discover*: We delve deep into your vision, ensuring the foundation is set for a disruptive entry into the market.
2. *Devise*: We create a brand where every pixel speaks your vision, making sure your digital presence is not just seen, but felt.
3. *Deploy*: We make your digital presence omnipotent and omnipresent, maximizing your reach and impact.

Why Choose Night Lab Tech?

- **Rapid Time-to-Market**: With an average of just 25 days from concept to launch, we ensure your ideas come to life quickly and efficiently.
- **Proven Track Record**: We've successfully launched 25+ Apps, reaching more than 50,000 users.
- **Full-Spectrum Services**: From ideation to deployment and beyond, we're your one-stop shop for digital innovation.
- **Tailored Solutions**: We don't believe in one-size-fits-all. Every solution we create is custom-built to meet your unique needs and goals.
- **Tech-Driven Innovation**: We leverage cutting-edge technologies to ensure your digital solutions are not just current, but future-ready.



Company Profile

Flagship Project

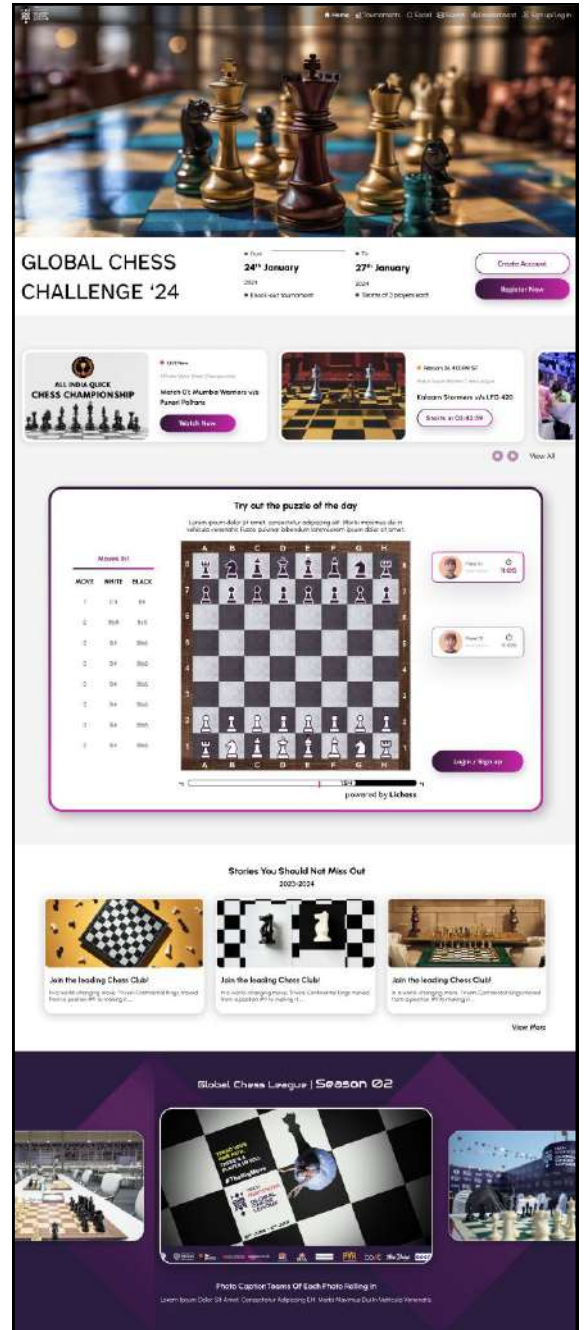


Tech Mahindra **Global Chess League** (GCL) is the world's first and largest official franchise chess league.

Our work & activities:

- Ideation & Product Planning
- Platform Branding & UI/UX
- Non-tech support with Operations, Event Management & more
- Built the Fan Portal (Web, Android, iOS) with the following key features:
 - LIVE Chess Broadcasting
 - LIVE Commentary
 - Social Feed and Engagement
 - Fan Engagement through Quizzes/Polls & Fan Leaderboard
 - Virtual Chess Games

Launched in **06** Weeks



Technology Stack



Company Profile

Testimonials / Feedback



Keshav Malpani

Founder, 12 Minutes to CLAT



Night Lab Tech took over my website's task during Diwali breaks when a previous developer duped me and didn't deliver anything after 2 months. Ayush and his team completed the task within a week, and even fixed all the issues promptly. They are true professionals who stick to their deadlines, and at the same time very efficient with the kind of work they do. These people know their stuff. Considering my urgency and the time taken to complete the task, I'm totally satisfied with their commitment and work.



Jash Gandhi

Founder, Lively Shopping App



Ayush & Night Lab Tech have been instrumental in building Lively. Flexibility and product knowledge were things we were looking at when we decided to build our MVP product. TNL was quick at understanding our requirements and the implementation was quick too. Their inputs also played an important role for us. All things considered, it was a great experience working with the entire team and really happy with the way the product has turned out. Cheers!



Project Overview

Exim Routes is a recycled-paper trading group, headquartered in Singapore, that specializes in the recycling and trade of waste paper. The company primarily promotes waste paper recycling by importing from 20+ countries and selling to Indian Paper mills.

Presently, it is actively exporting approximately 8,000 MT/Month of Waste Paper to India and Southeast Asia sourced from various locations worldwide, including the UK, US, Europe, Middle East, Taiwan, Indonesia, Africa, and other Asian countries.

Exim Routes is present across 5 continents with offices in the USA, Germany, UK, India & Singapore, and is planning acquisitions in UAE and South Africa.

Exim Routes currently maintains three separate websites (eximroutes.ai, eximroutes.in, and eximroutes.sg) that lack consistency in brand identity and fail to showcase the company's global presence and technological advancements.

Objectives

Exim Routes is seeking to revamp its online presence by unifying its regional websites under a single domain. This proposal outlines a comprehensive strategy to create a modern, globally-oriented website that showcases Exim Routes' services, global reach, and upcoming marketplace app.

The primary objectives of the website redesign project are:

1. Unify all regional sites under a single domain/website
2. Highlight Exim Routes as a technology-led company in the paper recycling industry, showcasing the ERIS platform
3. Create a modern, globally-oriented online presence that generate leads from suppliers and buyers
4. Prepare digital infrastructure for upcoming IPO

Our solution offers three tiered packages to accommodate different needs and budgets, ranging from template-based designs to fully custom solutions. Each option is designed to elevate Exim Routes' digital presence, support its global operations, and prepare for its upcoming IPO.



Scope of Work

- Multi-page architecture with a single-page scrolling homepage
- Responsive design for all devices
- Main sections:
 - Homepage (landing page)
 - About Us
 - Services
 - Marketplace App (overview and detailed page)
 - Global Presence
 - Investor Relations
 - News & Announcements
 - Contact / Lead Onboarding

Key Features

Homepage

- Single-page scrolling design with smooth transitions
- Modern and interactive user experience
- Sections:
 - Hero area with key messaging
 - About snippet
 - Services overview
 - App showcase teaser
 - Global presence map
 - Testimonials slider
 - Latest news & announcements
 - Lead capture form

Marketplace App Showcase

- Dedicated section on homepage
- Separate detailed page with:
 - App features and benefits
 - Demo videos and walk-throughs
 - Interactive mock-ups or animations
 - "Request Demo" and download CTAs
 - Integration with app subdomain

Global Presence

- Interactive map or visual representation of Exim Routes' global operations
- Unified presentation of services across regions
- Contact information for each location

Lead Generation

- Strategic placement of lead capture forms
- Callback request functionality
- Downloadable resources (e.g., whitepapers, case studies)
- Newsletter signup
- Social proof elements (testimonials, client logos)

Design and Branding

- Incorporate existing logo and color scheme
- Develop a modern, professional design that aligns with the recycling industry
- Propose multiple design concepts for stakeholder review
- Ensure consistency across all pages and elements

Technical Specifications

- Responsive, mobile-first design
- Fast-loading pages optimized for global access
- SEO-friendly structure and content
- Integration of analytics tools (e.g., Google Analytics)
- Secure hosting with SSL certificate
- Content Management System (CMS) for easy updates



Proposed Solutions

We offer three comprehensive web presence solutions to meet Exim Routes' website redesign needs. Each solution is tailored to different levels of customization and functionality, designed to support your global operations and future growth. Nevertheless, each option shall cover the initial requirements of the website as mentioned in the *Scope of Work*.

1. Basic Static ([Example 01](#), [Example 02](#))

- Platform: WordPress or Webflow
- Design: Template-based with minor customizations
- Pages: Up to 5 custom pages
- Responsive Design: Fully mobile-responsive layout
- Contact Form: Standard contact form integration

Pros:

- Cost-effective solution for establishing online presence
- Quick implementation and launch
- Easy to maintain with minimal technical knowledge

Cons:

- Limited customization options
- May not fully capture Exim Routes' global scale
- Limited scalability for future growth

Ideal for: Individuals or traditional small businesses showcasing portfolio/information for visibility

2. Dynamic Modern ([Example 01](#), [Example 02](#))

- Design: Custom design reflecting brand identity
- Pages: Up to 10 custom pages
- Advanced CMS: Robust content management system
- Blog Functionality: Integrated blog for articles, news & announcements
- Newsletter Integration: Basic newsletter signups and management
- Enhanced Contact Forms: Multiple forms with lead capture
- Basic Custom Animations: Subtle animations for improved UX
- Performance Optimization: Advanced website speed optimization

Pros:

- Custom design that aligns with Exim Routes' brand
- Dynamic content management for frequent updates
- Good balance of features and cost-effectiveness

Cons:

- Some limitations on advanced features
- May require future upgrades for extensive scaling

Ideal for: Growing companies requiring a more tailored online presence with room for content expansion.



Proposed Solutions

3. Custom Tailored (Example 01, Example 02)

- Key Features: (Includes all Essential Package features, plus:)
 - Platform: Fully custom development
 - Pages: Up to 15 custom pages with room for expansion
 - Design: Fully custom, unique design
 - Multi-language Support
 - Advanced Custom Animations and Interactions
 - Premium Performance Optimization
 - Custom Functionality Development
 - Advanced Security Features
 - Integrated Analytics Dashboard
- Pros:
 - Fully tailored to Exim Routes' specific needs and brand
 - Scalable and future-proof solution
 - Advanced features to support global operations and IPO preparations
- Cons:
 - Higher initial investment
 - Longer development timeline

Ideal for: global businesses seeking to establish a powerful brand identity and showcase industry leadership

Our Recommendation

For Exim Routes, we strongly recommend the Custom Tailored solution. As a global leader in recycled paper trading preparing for an IPO, your digital presence should reflect your industry standing and future ambitions. This solution, along with the Branding & Media Kit, offers the custom design, advanced features, and scalability needed to support your and impress stakeholders worldwide.

The Dynamic Modern option offers a strong alternative. While it may not provide the full customization of the custom website, it still delivers a professional, eye-pleasing website. This solution can effectively showcase your global presence and services, with the potential for future upgrades as your needs evolve.

Ultimately, your choice should align with your immediate needs, long-term goals, and current resources. We're happy to discuss further to ensure you select the solution that best positions Exim Routes for success in the digital landscape.



Recommended Add-Ons

Based on our understanding of the brand and the website objectives, we have prepared a few recommendations. Pricing available upon request, based on your selected core package and specific requirements.

- 1. Branding Package** • Logo refinement or redesign • Comprehensive brand guidelines • Custom iconography set • Media Kit for public usage
- 2. Lead Generation** • Smart Lead Capture Forms • Content Upgrades like Reports, Data Insights etc. • Marketing CRM Automation Integration
- 3. Advanced Design Elements** • Bespoke illustrations • Complex animations and micro-interactions • 3D elements or data visualizations
- 4. Complete SEO** • Comprehensive keyword research and strategy • Technical SEO implementation • Initial link-building campaign
- 5. Personalized Newsletter** • Custom newsletter design • Integration with advanced email marketing platforms • Automated subscriber segmentation and management
- 6. Investor Relations Portal** • Secure document sharing system • Interactive financial report generation • Shareholder communication tools
- 7. Interactive Global Presence Map** • Custom-designed, interactive global map • Real-time data integration capabilities • Highlight key operations and achievements worldwide
- 8. Advanced Analytics and Reporting** • Custom Google Analytics implementation • User behavior tracking and heatmaps • Regular performance reports with actionable insights

Each add-on is designed to complement and enhance your chosen core package, ensuring a powerful and tailored web presence for Exim Routes.



SEO, Security & Analytics

Website & CMS Security Recommendations

- SSL/TLS encryption for all web traffic using HTTPS protocol.
- Regular updates to the website software and plugins to the latest versions to avoid known vulnerabilities.
- A web application firewall (WAF) to filter out malicious traffic and attacks.
- A content security policy (CSP) to prevent cross-site scripting (XSS) and other web-based attacks.
- Regular scans for vulnerabilities using automated tools and manual testing.
- Policy for ensuring strong passwords and users' access to the CMS. Role-based access control to restrict access to CMS features and functionality.
- A CMS security plugin or module to protect against common attacks, such as SQL injection and cross-site scripting.

Exim Routes SEO Strategy

To improve the SEO of the website, and promote brand visibility & lead generation, the following activities are recommended:

- **Keyword Research:** Identify the most relevant and valuable keywords for target audience and business goals.
- **On-Page Optimization:** Optimize website pages for target keywords, including meta tags, headings, content, and internal links.
- **Technical SEO:** Ensure the website is properly structured and optimized for search engines, including crawlability, site speed, mobile responsiveness, and structured data.
- **Link Building:** Build high-quality and relevant external links to the Exim Routes website, which can improve its authority and ranking in search results.
- **Content Marketing:** Create high-quality and valuable content that targets relevant keywords and appeals to business target audience.

Analytics & Leads Data Strategy

To gain actionable insights and improve lead generation, we recommend implementing:

- Google Analytics 4 setup with custom event tracking
- Heatmap and user behavior analysis tools
- Custom dashboard creation for key performance metrics
- Regular A/B testing of landing pages and lead forms
- Integration with CRM for closed-loop reporting
- Setup of goal tracking and conversion funnels
- Regular reporting and analysis of user demographics, behavior, and acquisition channels
- Setting up of custom audience segments for targeted marketing
- Monitoring of site speed and core web vitals



Timeline

(03 - 05 Weeks)

1. Discovery Phase (01 Week)

- a. Conduct initial requirements gathering and analysis with stakeholders.
- b. Understand the current users and their present workflow.
- c. Perform a thorough analysis of the existing website & management.
- d. Identify any potential technical challenges and develop a plan to address them.
- e. Develop a functional specification document that outlines the technical requirements and architecture for the new website.

2. Implementation Phase (01 - 02 Weeks)

- a. Draft the website design. Reiterate based on feedbacks for the final design.
- b. Set up the new infrastructure, including the web servers, database servers, and other required services.
- c. Develop and implement the new website design and layout based on the functional specification.
- d. Migrate all existing content to the new website.
- e. Perform thorough testing of the new website and CMS to ensure functionality, performance, and security.
- f. Implement any required SEO optimization and ranking support. Perform content optimization to ensure fast page load times.

3. Go-Live Phase (01 Week)

- a. Plan and execute the cutover to the new website and CMS, including DNS changes and CDN configuration.
- b. Conduct user acceptance testing (UAT) to ensure a smooth transition and resolve any issues that arise.
- c. Launch the new website and CMS to the public.
- d. Monitor website performance and functionality post-launch to ensure everything is working as expected.

4. Post-Production Support (Ongoing)

- a. Provide level 1 and 2 support for the website and CMS, including issue resolution, bug fixes, and software updates.
- b. Regularly monitor website and CMS security and perform vulnerability assessments and penetration testing to identify and address security weaknesses.
- c. Provide regular performance monitoring and optimization to ensure fast page load times and optimal user experience.
- d. Perform regular backups of the website and CMS data to ensure data availability in case of an attack or system failure.



AMC Contract

The AMC is designed to ensure that the Exim Routes website remains functional, secure, and optimized for search engines, providing a smooth user experience for visitors. The AMC will cover technical query resolution, bug fixing, and SEO maintenance for a period of one year.

We offer a 1-year AMC (Annual Maintenance Contract) designed to keep your website running smoothly, secure, and up-to-date, allowing you to focus on your core business operations.

Basic Maintenance AMC

This package provides fundamental support to keep your website operational and secure:

- Monthly security checks and updates
- Basic performance monitoring
- Up to 2 hours of content updates per month
- Email support with 48-hour response time
- Monthly backup of website data
- Basic SEO monitoring
- Updating links and redirections to your marketplace app as needed

Essential Maintenance AMC

Inclusions:

- Weekly security checks and updates
- Monitoring website performance and uptime (monthly)
- Up to 5 hours of content updates per month
- Priority email support with 24-hour response time
- Weekly backups of website data
- Monthly SEO report and basic optimizations
- Monthly analytics report with insights on lead generation
- Quarterly strategy call to align website performance with business goals
- Basic training session for your team on content updates
- Technical query resolution related to the website and CMS portal.

Both packages ensure your website remains a reliable tool for lead generation and a strong connection point to your marketplace app. Our team of experts will handle the technical details, allowing you to concentrate on growing your global brand.

Choose the package that best fits your needs, and let us take care of keeping your digital presence robust and effective. We can also provide a custom maintenance package as per your specific requirements & preferences.



Project Costing

Basic Static	Dynamic Modern	Custom Tailored
Simple, template-based design with essential features & static content	Visually-appealing dynamic website focused on branding & leads	Custom designed website for a strong brand identity, lead generation & CTAs
40,000 INR	70,000 INR	1,10,000 - 1,60,000 INR

Basic AMC Plan	Essential AMC Plan	Custom AMC Plan
Min. Commitment: 01 Year	Min. Commitment: 01 Year	Min. Commitment: As Per Requirements
7,000 INR / month	12,000 INR / month	As Per Requirements

Important Information

- All prices are exclusive of applicable taxes.
- The project costs do NOT include costs of domains, servers, themes, subscriptions or any third-party service.
- The website development cost includes basic on-page SEO. Advanced SEO services are available at additional cost.
- Prices are subject to change. This proposal is valid for 30 days from the date of issue.
- Custom requirements may affect the final pricing. We'll provide a detailed quote for any additional features or services requested.
- We can assist with domain registration and hosting setup, or work with your existing providers.

Payment Terms

- Advance Payment 40% | Post Design 30% | Final Payment 30%
- All payments must be made within 15 days of receipt of invoice.
- Late payments will incur a 2.5% monthly finance charge.
- In the event of project cancellation or termination, all work completed up to that point will be billed at an hourly rate of INR 2000.



Thank You!

Any Questions? Reach out to us at ayush@nightlab.tech