

# Web Development & Design Proposal



**JANUARY 2026**

**PROPOSAL BY:**

Mazsapel Solution

Performance-Driven Digital Marketing Agency

## → Introduction

Mazsapel Solutions is a full-service digital marketing agency that partners with local and global businesses to scale from five to nine figures online through strategic digital marketing and performance-driven digital services.

This proposal outlines our recommended web development & design solution, tailored to help your business:

- Establish strong online credibility
- Convert visitors into leads or customers
- Support long-term growth and marketing campaigns
- Overall, produce an online revenue-generating asset for scaling your business growth



# Understanding Your Business Need



In today's digital economy, a website is not just an online presence — it is a sales asset.

Many businesses struggle because their websites:

- Look good, but don't convert
- Are slow, outdated, or not mobile-friendly
- Fail to communicate value clearly
- Do not support advertising or marketing efforts
- Are not able to generate visitors, leads, and sales/conversions

Our goal is to design and develop a business-focused website that supports growth, visibility, and generates your business revenue.

# → Our Solution Approach

Mazsapel Solutions focuses on strategy first, then design.

Our websites are built to:

- Clearly communicate your value proposition
- Build trust and credibility



- Drive visitors, inquiries, calls, leads, and sales
- Perform well across devices (mobile-first)
- Integrate seamlessly with marketing channels

Every project follows a structured process to ensure quality and results.



# • Scope Of Work



Depending on the selected package, the scope may include:

- Custom website design
- Mobile-responsive development
- Business-focused layout & structure
- Email sequence & Lead capture system
- Tracking analytics tools & advanced integrations
- Basic on-page SEO setup
- Speed and performance optimization
- Secure deployment and launch
- CRM & automations system
- E-commerce & Booking system
- SEO, SEM & Social media advertising setup & management
- E.t.c See package options below for more details.

# → Project Timeline & Payment Terms



01

## Project Timeline

Average delivery timeline:

7 – 21 working days, depending on project scope and content availability.

Timeline begins after onboarding and initial payment.



02

## Payment Terms

- 70% upfront before project commencement
- 30% balance before final handover
- Payments are non-refundable once work begins

# Business Starter Package



## Business Starter Package

Ideal for startups and small businesses that need a professional online presence.

### Includes:

- Up to 15 core pages
- Mobile-responsive design
- Contact form, live chat/chatbot & WhatsApp integration
- Basic On-page SEO setup
- Improved speed & performance optimization
- Copywriting & Conversion-optimization
- Strategic Content management
- Advanced design & customization
- Advanced UI/UX (User interface/User experience) layout
- Enhanced trust & credibility pages & sections
- Dedicated team, project oversight, & Priority support
- Premium high-grade security systems
- Limited revisions

**₦250,000 NAIRA**

# Business Growth Package

Business Growth



## Business Growth Package

Best for businesses looking to generate consistent leads.

**Includes everything in Starter, plus:**

- Upto unlimited pages
- Strong CTA placements
- Email sequence & Lead capture system
- E-commerce sales system
- Automated Booking Systems
- Advanced Firewall & high-grade security systems
- S.E.O (On-page SEO, Technical S.E.O)
- Unlimited revisions

**₦400,000 NAIRA**

# Business Premium Package



## Business Premium Package

Designed for established brands that need a stronger digital footprint.

**Includes everything in Growth, plus:**

- S.E.M (Advanced Google & Youtube Ads setup), Social Media Setup (Advanced Facebook & Instagram Ads setup)
- Performance tracking & Analytics tool & Advanced integration (Including; AI systems)
- S.E.O (On-page SEO, Technical S.E.O, Local SEO)
- Advanced Firewall, malware & high-grade security systems
- Full Email marketing setup (Limited campaign broadcast)
- CRM and Trigger Sequence Automation

**₦600,000 NAIRA**

# Business Enterprise Package

Business Enterprise



## Business Enterprise Package

For brands targeting aggressive growth or international markets.

**Includes everything in Premium, plus:**

- Search Engine Marketing & Social Media Marketing (Advertising service)
- Full Email marketing setup (Full campaign broadcast)
- Full S.E.O (On-page SEO, Off-page SEO (including; Back-links building), Technical S.E.O, Local SEO

**₦1,000,000 NAIRA**

## ➔ What Is Not Included

Unless agreed separately, the following are not included:

- Professional Logo design (Only website-based logo, as in the case where there is no logo from the client)
- Content writing from scratch (Except where there is no content from the client)



- Google Ads management
- E-commerce or booking systems (This is only for "business growth" package & above)

These services can be added if required.



# Why Mazsapel Solutions

Clients choose Mazsapel Solutions because we:

- Focus on results, not just aesthetics
- Build websites that support marketing & scaling
- Understand both local and global markets
- Operate with clear structure and professionalism
- Partner with clients for long-term growth
- Provide proofs & case studies of growth & revenue-generating results we've provided for both our local & foreign clients & businesses.



## Next Steps And Acceptance



1. Confirm your selected package
2. Make initial payment
3. Complete onboarding form
4. Project kickoff

Once confirmed, our team will begin immediately.

This proposal is valid for 14 days from the date issued.



# Professional Team

Professional teams that will be handling and carrying out your web development & design project



**Temidayo Akujobi**  
Automations & Security expert



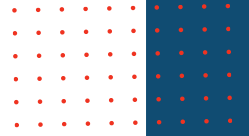
**Ejike Frank**  
Project Manager



**Rose Akabor**  
Content manager



**Oliver Amajeke**  
Web developer & technical solutions expert



# Thank You



**FOR CHOOSING  
TO WORK WITH  
MAZSAPEL  
SOLUTIONS**

**JANUARY 2026**

**For inquiries,  
contact us.**

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