

KAYALVA

Premium Web Development & Digital Solutions

Prepared by:	Soumodeep Kayal — KAYALVA
Phone / WhatsApp:	+91 8910904876
Email Address:	kayalvabusiness@gmail.com
Location:	Howrah, West Bengal
Proposal Validity:	30 days from date of issue

1. Why Your Business Needs a Professional Website

In today's digital-first economy, social media alone is not enough. Customers, patients, and B2B clients search on Google first. If your business doesn't have a dedicated, optimized website, you are invisible to high-intent buyers, losing credibility, and handing revenue directly to your competitors.

The Reality Check / Problem	The KAYALVA Solution
X Buried menu, credentials, or product catalogs on social media templates.	✓ A beautifully structured, custom digital menu or showcase that is live 24/7.
X Algorithmic shifts that kill organic visibility and outreach overnight.	✓ Absolute digital ownership of your platform, user metrics, and brand positioning.
X Complete invisibility on local and national Google Search results.	✓ Engineered with local SEO optimizations so target buyers easily discover you.
X Operational friction: endless manual coordination via calls/chats draining staff time.	✓ Automated conversion pipelines: active appointment calendars, RFQs, and order systems.

2. Universal Pricing & Service Packages

Package Tier	Best For...	Core Deliverables & Inclusions	Investment
--------------	-------------	--------------------------------	------------

Starter (Essential)	Cafes, Startups, Single Doctors, and Micro- businesses	• Up to 3 clean layouts (Home, Services/Menu, Contact) • Core business data and basic lead routing form • Production web files delivered with configuration guidance • 1 week of dedicated post-handover email support (Hosting excluded)	₹15,999
Growth (Professional)	Growing Brands, Medical Clinics, & Local Service Providers	• Up to 8 fluid, fully mobile-responsive pages • Complete tailored identity integration (colors, typefaces, logo assets) • Interactive digital categorization (Menus, Service matrices) • Live client scheduling / structural intake forms • 1 month comprehensive warranty support + 3 iterative update blocks	₹39,999
Premium (Full-Service)	Multi-doctor Practices, Established B2B Brands, SMEs	• Up to 15 robust operational pages + Custom B2B Product/Service Catalog • High-performance Web Hosting Package Included • Advanced integrations: WhatsApp direct click-to-book pipelines & automated FAQs • Credibility blocks: Rich Client Testimonials, Dynamic Careers grid, or detailed RFQs • 2 to 3 months of tier-1 high-priority technical support	₹54,999
Enterprise (Corporate)	Large Factories, Industrial Plants, High-volume Corporations	• Unlimited deep-architecture site mapping and content scaling • Extensive structural B2B Product Directory with file downloads • Granular Multi-department routing matrix & RFQ automation pipelines • Dedicated governance modules: Compliance, Quality Certifications, Investors • Technical Infrastructure Hosting Bundle Included • 3 months of comprehensive webmaster maintenance and continuous content rolling	₹1,19,999

3. Professional A la Carte Add-Ons

Specialized Module / Integration	Pricing Structure
WhatsApp Integration (Instant Order/Booking Routing)	₹500
Live Instagram Grid Feed Integration	₹500
Advanced Contact / Inquiry Interface with Email Alert Notifications	₹700
Interactive Online Scheduling / Full Appointment Calendar Module	₹800
Google Analytics Suite & Real-time Traffic Performance Dashboard	₹1,000
Downloadable High-Res PDF Service Catalog / Menu Integration	₹1,000
Multi-Language Framework Implementation (English / Hindi / Bengali)	₹1,500
Monthly Enterprise Maintenance, Infrastructure Patches & Content Updates	From ₹1,500-8000/mo

4. Project Timeline & Phase Deliverables

Phase	Estimated Duration	Core Phase Objective
1. Discovery & Strategy	2–3 Days	Extract brand positioning parameters, clean menus, certification criteria, or enterprise catalog scope.

2. Visual Design & UI Layout	4–6 Days	Render modern custom wireframes and structural design layouts matching specific vertical requirements.
3. Engineering & Deployment	5–8 Days	Perform source execution, cross-platform responsiveness optimization, and speed optimization audits (<3 seconds).
4. Review, Iteration & Launch	3–4 Days	Collaborative system evaluations, granular detail refinements, server domain deployment, and complete handover training.

• *Consolidated Timeline Target: 14 to 20 business days from asset provisioning to global launch.*

5. Strategic Action Steps to Begin

- 1. Select Your Scaling Tier:** Identify the service volume matching your immediate corporate or entrepreneurial targets.
- 2. Schedule an Alignment Session:** Host a complimentary deep-dive technical brief to adapt features to your specific business model (Cafe, Medical, Industry).
- 3. Authorize & Initiate:** Finalize structural service agreements and process the standard 30% advance retainer setup.
- 4. Provision Asset Packages:** Furnish brand files, photography folders, specific service menus, and core brand literature.
- 5. Iterate & Launch:** Evaluate prototype design frameworks, authorize structural builds, and celebrate a powerful digital presence.