

The background image shows a contemporary lounge or bar. It features a curved wall of large windows on the left. In the foreground, there are two long, light green sofas with several patterned and solid-colored pillows. Small, round, gold-colored tables are placed in front of the sofas. In the background, a bar area is visible with shelves of bottles and a glowing Wi-Fi symbol sign on the wall.

lrs

Website Plan

Kwebmaker is an *Award winning*
Design & Technology Focused
Digital Agency



Since

2002

Clients

2000+

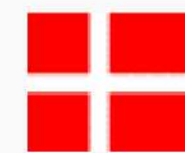
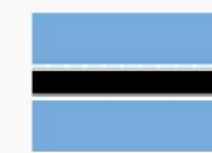
Team

100+

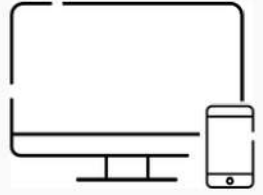
HQ



Branches



Services



Websites

- Portals
- E-commerce
- Intranet
- Blockchain



E-commerce

- WooCommerce
- OpenCart
- Magento 2
- Shopify



Mobile

- Android
- IOS



IT Services

- AR/VR
- IT Outsourcing



Social & Search

- SEO
- SEM
- Social Media
- Paid Search
- Display & Network



Exhibition & Events Service

- Websites
- Online helpdesk and ticketing system
- Mobile App for Exhibitors
- QR Code
- Barcodes
- RFID Registrations
- Badges

Our Websites

*Some of the websites done
by us*



Astral Limited

<https://astralltd.com/>



Tata Realty

<https://tatarealty.in/>



Welspun

<https://www.welspun.com/>



Narendra Bhawan

<https://www.narendrabhawan.com/>



Suryagarh

<https://www.suryagarh.com/>



Speciality Restaurants

<https://speciality.co.in/>

Objective

The objective of *designing and developing*

01

Positioning

To position Travel Food Services
as one of the leading
travel food & retail company
in the world

02

UI / UX

To provide
Intuitive User Experience and
Classy User Interface with
Mobile First Approach

03

Modern Build

To build on the
latest Technology with
top-level Security

Our Approach

Some of the best practices we keep in mind

01

Visual

Attractive and trendy look and feel of the website

02

Usability

Intuitive and easy navigation to make the journey of the user smooth and direct

03

Compatibility

All device and browser responsive

04

Communication

Rich and comprehensive information

05

Action

Clear Call-to-Action across website to increase lead generation

Our Process

The stages we follow

01

Collaborative

02

Conceptualization

03

Execution

04

Testing & Support

Collaborative

- Objective of redesigning a new website
- Studying the direct competition in the market
- Studying reference website shared by the client and agency
- Benchmarking the websites in terms of UI/UX Finalizing the Scope of the Website
- Finalizing the Sitemap of the website
- Finalizing the Flow of the website

Conceptualization

- UI/UX Strategy –
- Wire framing and User Journey
- Communication Strategy –
- Guiding with Key Communication and Content
- Visual Strategy – Guiding with Images and Videos
- Custom Design – Desktop and Mobile

Execution

- Technology Strategy – Provide the best technology specifications
- Mobile Responsive – The website will be mobile responsive and all major device compatible
- Call to Action – Forms for lead generation and inquiries
- Content Management System – Easy CMS for content and image updated on the website
- Security – SSL secured
- Google Analytics Integration
- SEO – We will SEO optimize all our websites with On-Page SEO Optimization

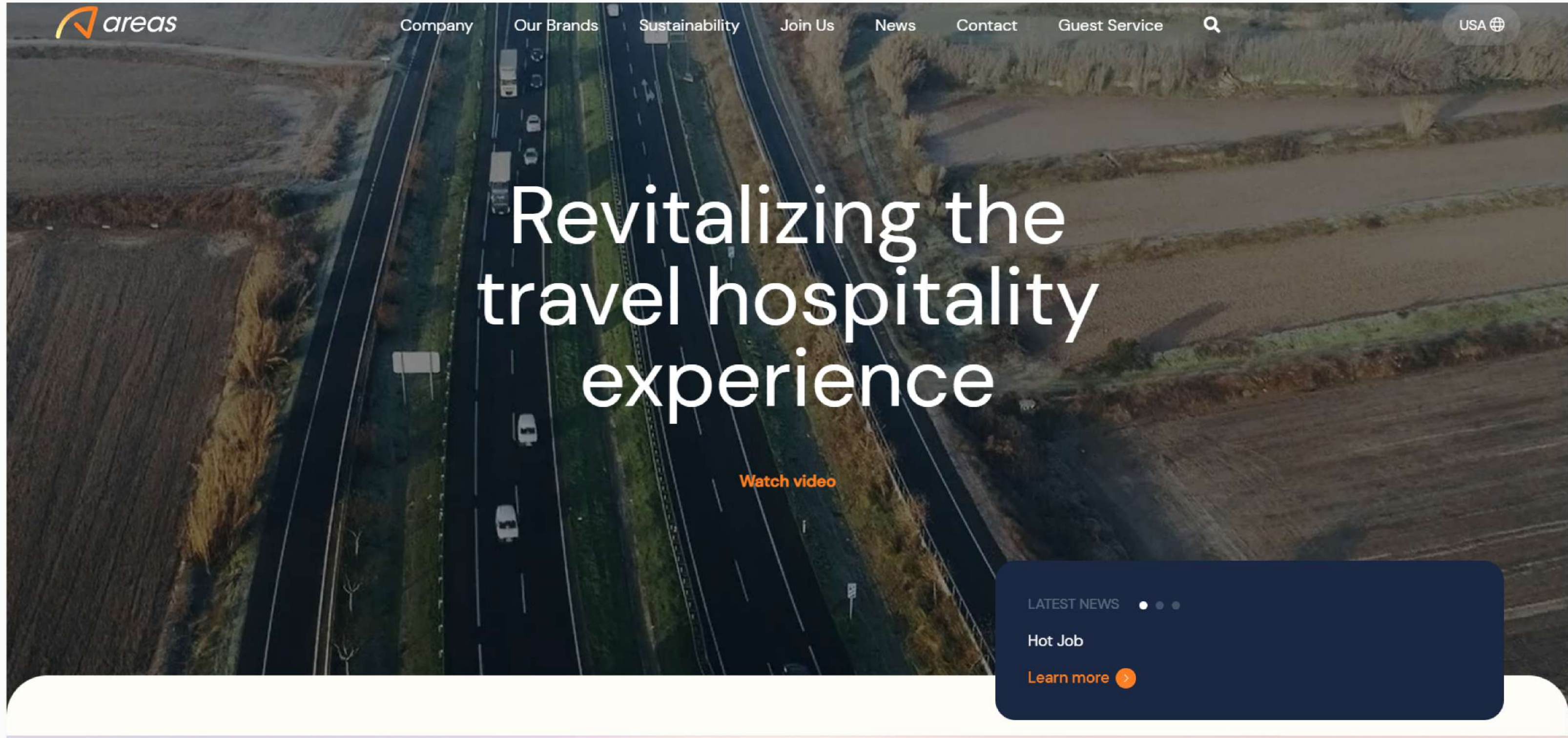
Testing & Support

- Testing the website on UAT environment
- Go Live on client's server
- Kwebmaker will provide 1 month support post Live –
Making sure the entire website is functioning properly
- Post 1 month, we can get into an AMC.



Market Study

Analysis of other competitive websites



Aer Rianta International

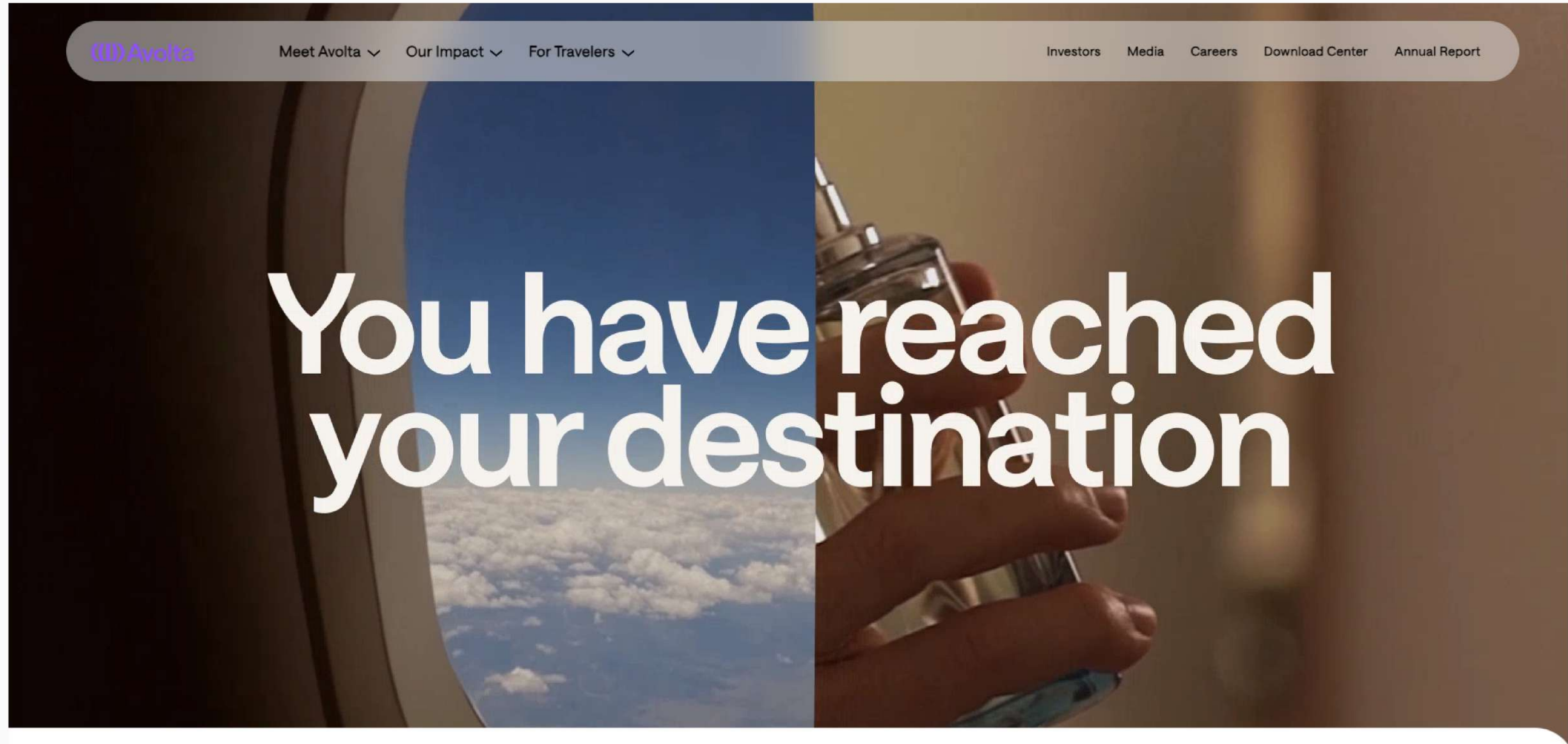
<https://www.ari.ie/>

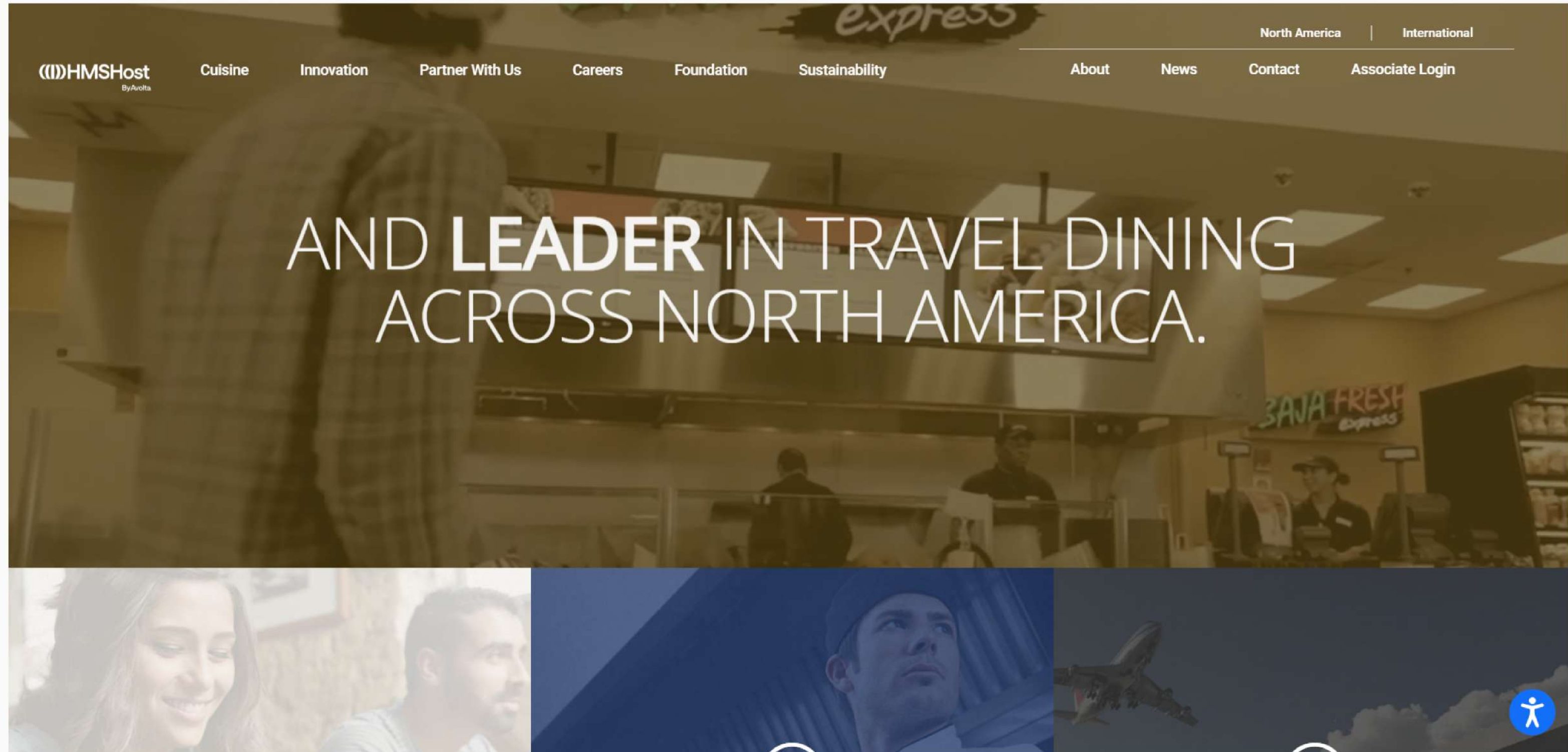
About Us Expertise Partnerships **ARI** Our Commitments News Contact Us 🔍

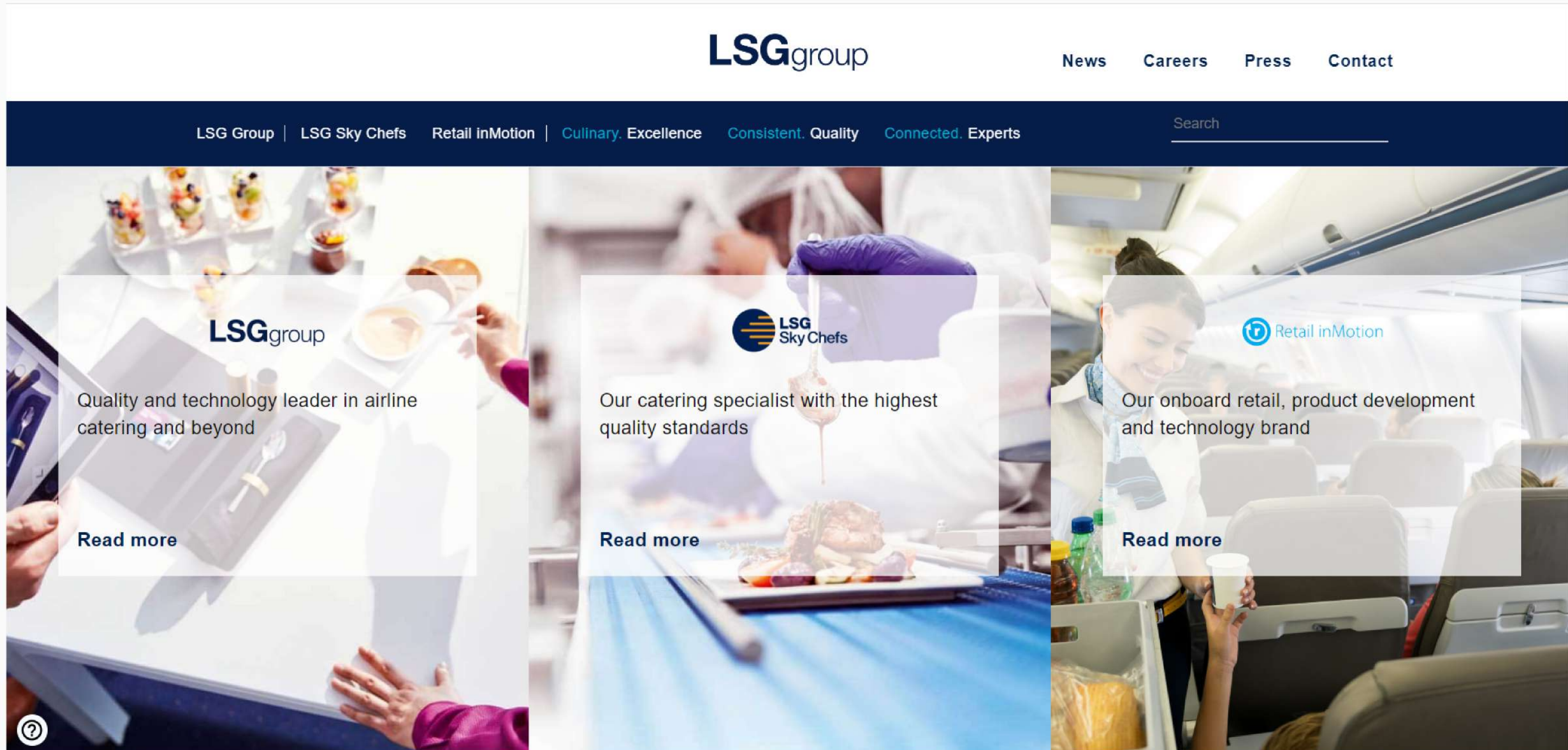
Delivering extraordinary travel retail experiences.

Discover more →

<https://www.ari.ie>







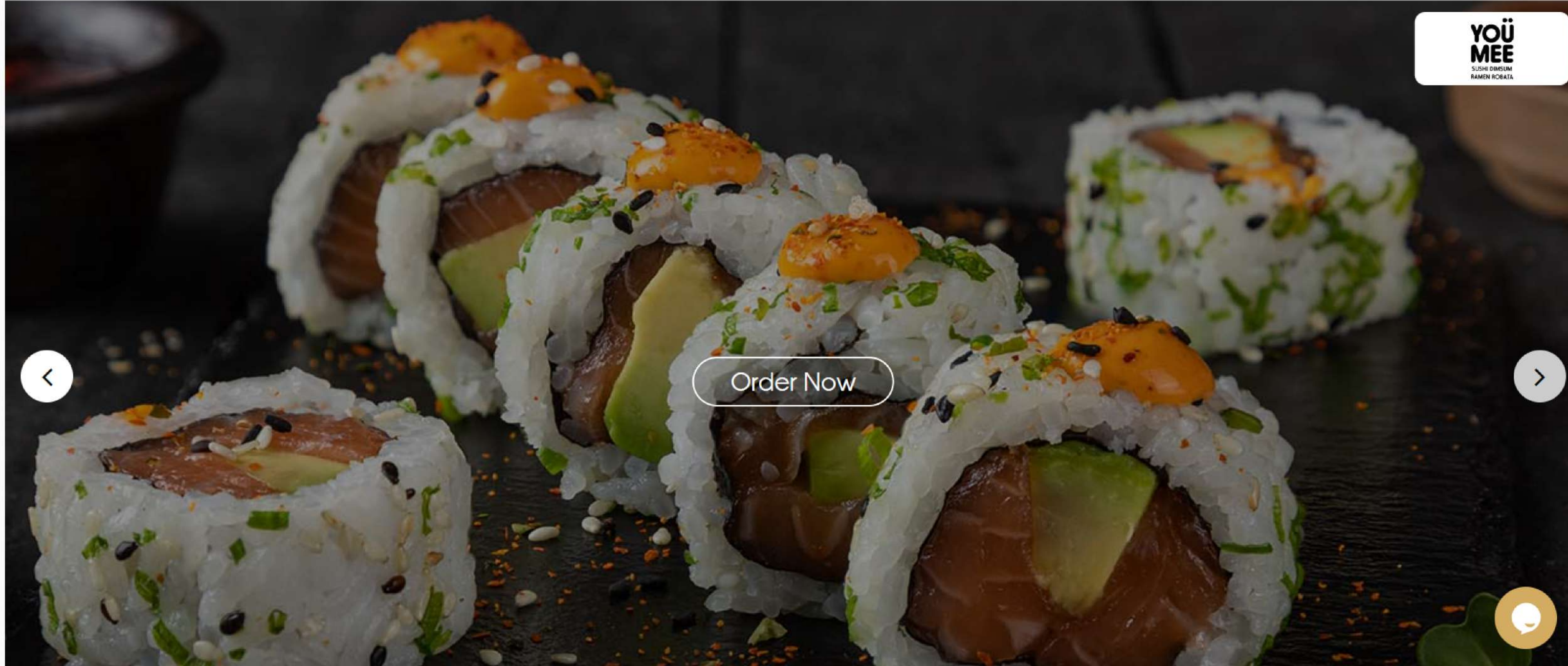
Lite Bite Foods

<https://www.lbf.co.in/>



- HOME
- ABOUT
- BRANDS
- TRAVEL
- GALLERY
- CONTACT
- MORE
- ORDER NOW
- RESERVATION
- STORE LOCATOR

**YOU
MEE**
SUSHI DIMSUM
RAMEN ROBATA



Order Now

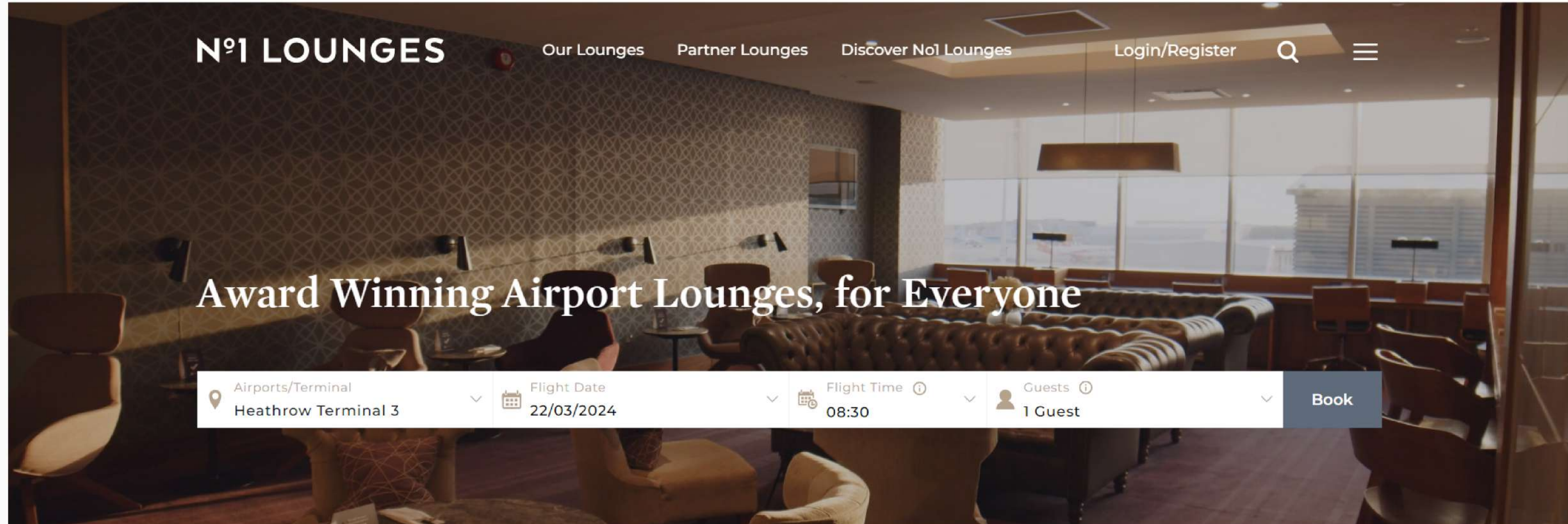




Experience
new horizons,
every day

No.1 Lounges

<https://no1lounges.com/>

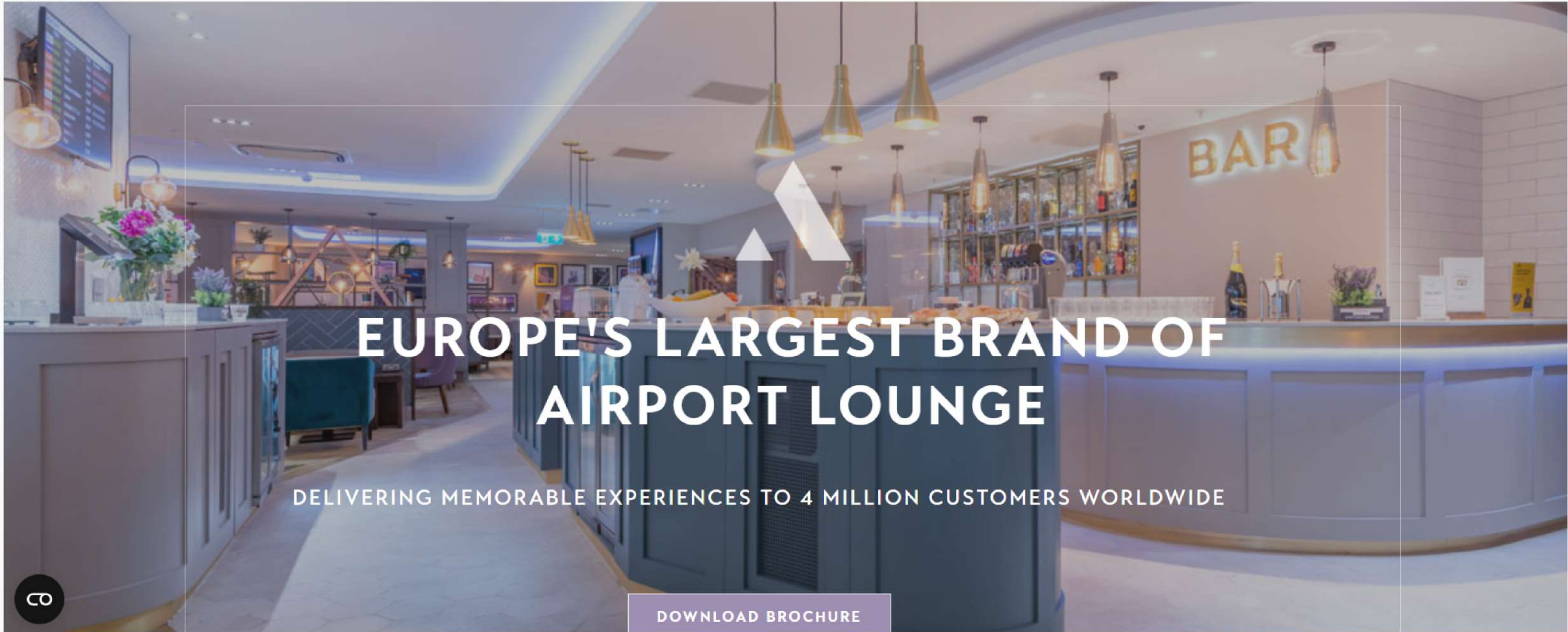


THE VERY BEST PRE-FLIGHT EXPERIENCES, FOR
EVERYONE

Welcome to No1 Lounges, the airport's best kept secret. We invite you to take a pause ahead of your flight and eat, drink and relax in style, in one of our premium airport lounges.

ASPIRE
AIRPORT LOUNGES

WELCOME THE ASPIRE WAY DELIVERY ESSENCE BROCHURE CONTACT



EUROPE'S LARGEST BRAND OF AIRPORT LOUNGE

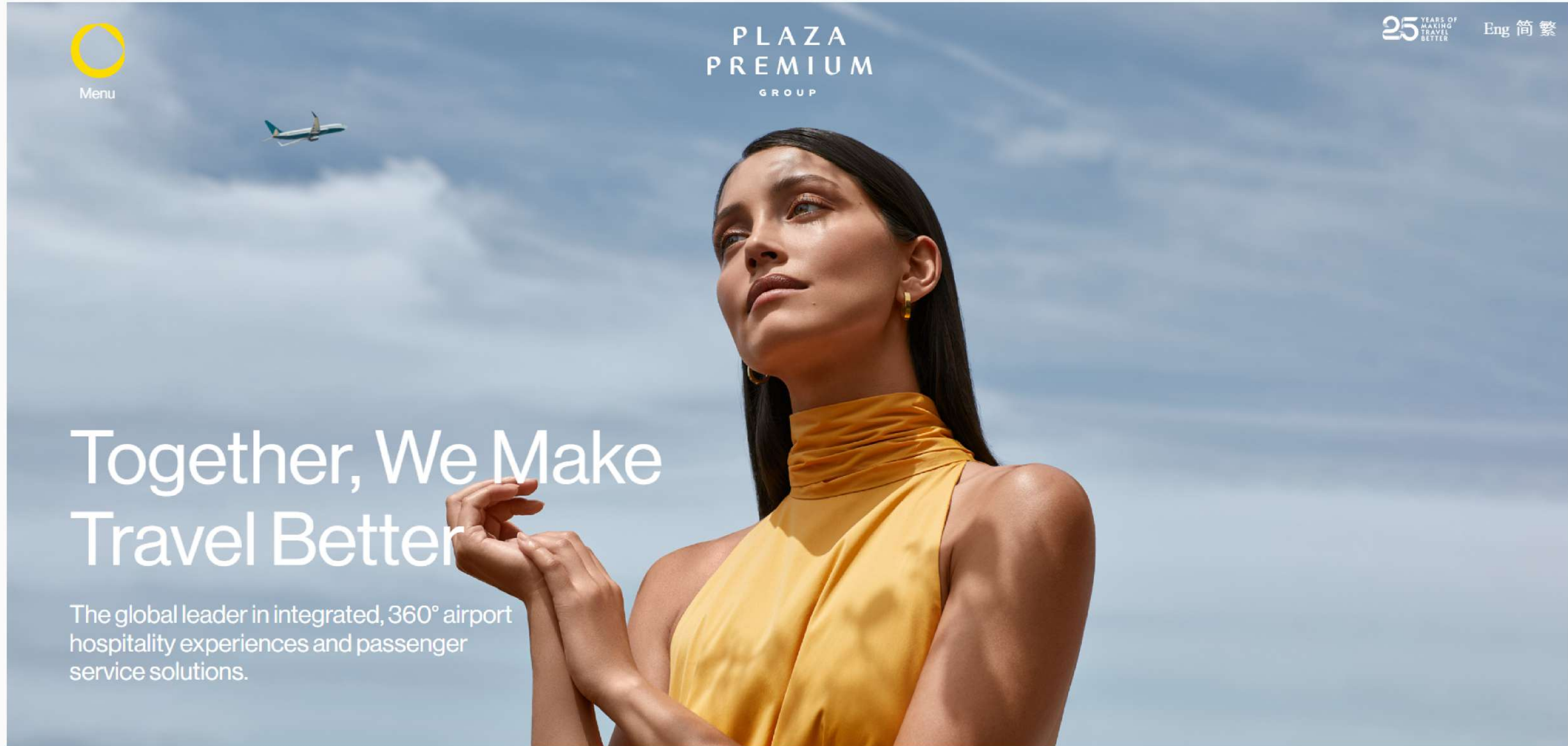
DELIVERING MEMORABLE EXPERIENCES TO 4 MILLION CUSTOMERS WORLDWIDE

9

DOWNLOAD BROCHURE

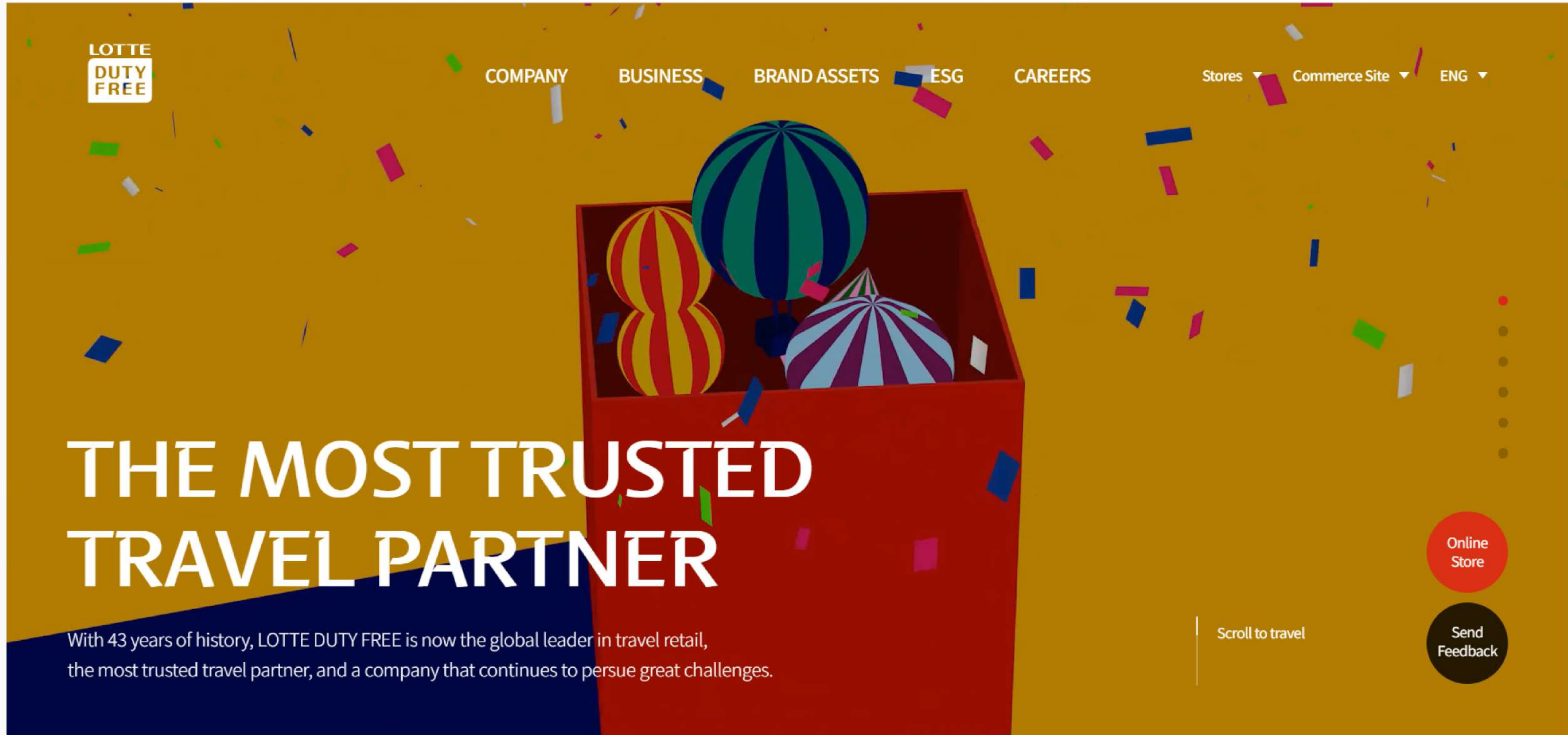
Plaza Premium Group

<https://www.plazapremiumgroup.com/>



Lotte Duty Free

<https://en.lottedfs.com/main/index.do>



LOTTE DUTY FREE

COMPANY BUSINESS BRAND ASSETS ESG CAREERS Stores Commerce Site ENG

THE MOST TRUSTED TRAVEL PARTNER

With 43 years of history, LOTTE DUTY FREE is now the global leader in travel retail, the most trusted travel partner, and a company that continues to pursue great challenges.

Scroll to travel

Online Store

Send Feedback

Sitemap

Navigation on the website

1. Who we are
2. Our Presence
3. Our Brands
4. Our Expertise
5. International
6. News & Media
7. Recognitions
8. Careers
9. Support
10. Testimonials
11. Social Media Icons
12. Language Dropdown - Google Translator

Our Expertise/Services

Tabs covered under our brands

QSR Experts

- Providing F&B to QSR
- Building, Managing and Maintaining Quick Service Restaurants

Franchising

- Franchising national and international brands
- Services we provide under franchising

Lounges

- Providing F&B services to lounges
- Building, Managing and Maintaining Lounges

Our Presence

Tabs covered under our presence

Highways

- List of Operational Highways
- Filtrations via State/City
- Detailed product page with images, specifications and enquiry form

Airports

- List of Operational Airports
- Filtrations via Country/State/City
- Detailed product page with images, specifications and enquiry form

Lounges

- List of Operational Lounges
- Filtrations via State/City
- Detailed product page with images, specifications and enquiry form

Our Brands

Tabs covered under our brands

International Franchised

- List of International Brands
- Detailed product page with images, specifications

Indian Franchised

- List of Indian Brands
- Detailed product page with images, specifications

TFS Brands

- List of TFS owned brands
- Detailed product page with images, specifications

Who we are

- About Us
- TFS Story
- Our Purpose
- Our Management
- Message from Director and CEO
- Our Growth Story
- Sustainability

News & Media

- Updates
- Press Releases/Articles
- Blogs

International

- Showcasing our presence internationally

Recognitions

- Awards & Recognitions
-

Careers

- Why work with TFS
 - Openings
 - List of openings
 - Apply Form
 - Upload CV
 - Submit
-

Support

- Contact Details
- FAQs

USPs

Must have on the website home page

- Partnership with SSP
- Global Presence
- Awards
- Sustainability
- Innovations

Scope of Work

Our deliverables for the website

- Website Layout Plan and Conceptualization
- Website Designing
- Website Development
- PHP Programming
- CMS for static sections
- Universal Search

AMC Scope of Work

AMC

Types of AMC

01

Basic Troubleshoot

02

Comprehensive

Basic Troubleshoot AMC

- Making sure the website is running smoothly
- Bug Fixes
- Trouble shoot support if any issues or errors arise

Turnaround Time:

- Website maintenance requests are submitted via e-mail. Depending on the complexity of the request, the job will be completed in minimum time. Minimum TAT is 24 Hours from Working Hours.
- Monday – Friday | 10.30am - 6.30pm

Regular Technical Support:

- On E-mail/WhatsApp

Comprehensive AMC

Content & Images:

- Updating Pictures, Adding/Deleting images or content (Images/Content to be provided by client)
- Updating Blog Categories, Text Content as per the website requirement.
- Adding/Updating new projects within the existing template
- Address, Email, Telephone & Various other Contact information changes
- Client must provide High Resolution, Good Quality and Right Size images
- Handling Banners and Ad Images if there is section on website. Adding, deleting, replacing (Graphic Ad Copy comes from client side)

Webpages

- Fixing broken links of Website
- Adding & Removing links
- Updating XML Sitemap for search engine if needed (XML sitemap comes from the SEO team)
- Adding/Removing or changing site navigation and menu entry
- Forms functioning properly

SEO Updates: (All data will be shared by SEO Team)

- Fixing Duplicate, Missing & Truncated Title Tags and Meta description
- Updating Title Tags and Meta description
- Updating Bugs/broken links/URL structure
- Optimize Image Alt tag & H1 & H2 Heading tags
- Website Load Time Optimization
- URL Rewriting (if required)
- Canonical Tag implementation
- Internal Linking
- Keyword Optimisation
- Robots file update
- Xml file update

Bugs & Settings:

- Fixing minor bugs in Server-side Code (No New Modules)
- Bugs fixing in PHP
- Mobile and desktop testing

Backend

- Adding of Google Analytics or Remarketing Codes provided by client.
- Off-site backup – monthly
- Keep the plugins up to date
- Audit plugins and check performance
- Update core plugins and themes
- Site Performance Optimization activities
- Security Scans
- Security Fixes and Patches

Design Changes

- Alignment Issues in current design
- Responsive Issues in the current design
- No other additional design changes

Turnaround Time:

- Website maintenance requests are submitted via e-mail. Depending on the complexity of the request, the job will be completed in minimum time. Minimum TAT is 24 Hours from Working Hours.
- Monday – Friday | 10.30am - 6.30pm
- Critical Issues/Updates – 8-16 working hours
- Non-critical Issues/Updates – 24-48 working hours

Regular Technical Support:

- On E-mail/Maintenance of Tracker/ **UAT** on Kwebmaker Server

Services “NOT COVERED” in Annual Maintenance Packages are:

- New Designs
- Functionality & Design Change of the Website
- Altering the Usability of Website
- Any New Function coding side with installation of free or paid modules or extension or API integrations, which needs coding extensively will be charged as
- E-mailers Design / HTMLs
- Additional service like Functionality or New Module which is feasible can be done on additional cost

Server

Suggested AWS Server Requirement

Suggested AWS Server Requirement

EC2 – Web Server + MySQL

- Plan – t3a.Medium
- 4 GB RAM
- 2 vCPU's
- 30 GB SSD
- 1 Elastic IP
- Ubuntu
- PHP Latest
- MySQL
- 50GB Monthly Bandwidth
- Mumbai Datacenter
- Port Speed Up to 5 Gigabit

Before going live we need access to

<https://www.travelfoodservices.com/> server and domain.

Technology

Front-End

Figma

NEXT JS

Back-End

Node JS

Linux OS Platform

MySQL Database

Team

Project Manager – 1

Creative Head – 1

Web Designers – 2

CTO – 1

Web Programmers – 2

Tester – 1

Total Key Members – 8

Cost & Time

Final Images, Content and Server Hosting
to be provided by the client

Website Design and Development

WordPress - Approx. INR 12 lakhs + GST

NodeJS - Approx. INR 15 lakhs + GST

Dot .NET - Approx. INR 18 lakhs + GST

Time - Approx. 60 working days

Payment Terms

33% Advance

33% Upon Design Approval

34% Before Going Live

Content Refining -

INR 1.20 lakhs + GST

(all raw content to come from your end - for subjective content like services, etc., not objective like case studies or blogs or articles or for investors section)

AMC

Basic Troubleshoot - INR 25k per month + GST

Comprehensive - INR 50k per month + GST

Total 30 man hours per month

Additional man-hours cost - INR 2200/- per man-hour

Way Forward

Our next steps

01

02

03

Planning & Execution

Perfection

Testing & Live

Website Design and
Development with CMS

Mobile Responsive and
SEO friendly

Integration with Security
parameters

Thank You!

k@kwebmaker.com

www.kwebmaker.com