PRANTIK-SOFT
SOFTWARE SOLUTIONS & DIGITAL INNOVATION
Web: www.prantiksoft.com
Email: contact@prantiksoft.com
Mobile: +880 1735-254295
4/7 Shantinagar, Dhaka, Bangladesh

INITIAL COMMERCIAL PITCH & TECHNICAL PROPOSAL

Luxury Real Estate Web Platform & Lead Engine

Bespoke Web Design, Full Development, Copywriting & Graphics Production

Prepared By:	PRANTIK-SOFT (Software Solutions & Digital Innovation)
Prepared For:	FG properties, Mirpur, Dhaka, Bangladesh
Target Timeline:	1.5 Months (6 Weeks Delivery from Kickoff)
Total Fixed Investment:	**BDT 50,000 (All-Inclusive Design, Dev, Copywriting & Graphics)**

1. Why a Specialized Real Estate Platform Matters

In the modern real estate sector, high-intent property buyers (corporate executives, non-resident Bangladeshi investors, doctors, and business leaders) and private landowners evaluate property developers through their digital presence before ever visiting a sales office or booking an appointment.

A standard company brochure site is no longer sufficient. High-value property transactions require a sophisticated digital sales engine that communicates architectural superiority, regulatory credibility (RAJUK sanction, REHAB membership, BNBC structural safety), and enables prospective clients to take immediate action.

High-intent property buyers and joint-venture landowners evaluate developers across three non-negotiable pillars:

- **1. Credibility & Legal Safety:** Prominent display of verified RAJUK approvals, REHAB accreditation, and earthquake-resilient BNBC compliance to eliminate legal hesitation.
- **2. Architectural Transparency:** Detailed unit dimensions (2BHK, 3BHK, Penthouses), interactive floor plan blueprints, and month-by-month construction milestone tracking.
- **3. Frictionless Action:** Immediate ability to book private on-site visits, download high-res brochures, calculate mortgage EMIs, and chat directly via WhatsApp.

PRANTIK-SOFT is pleased to submit this proposal to design, develop, write, and deploy a bespoke, high-performance web platform tailored specifically for your real estate brand. Our solution is engineered to position your company as a distinguished market leader while establishing an automated pipeline of qualified apartment buyers and joint-venture landowners.

2. Clear Division of Scope & Responsibilities

To ensure a smooth, transparent 1.5-month rollout, responsibilities are clearly allocated:

A. Responsibilities of PRANTIK-SOFT (Our Deliverables):

- **1. UI/UX Design:** Bespoke luxury architectural design (slate navy, champagne gold), mobile-first responsive layouts, modern typography.
- **2. Full-Stack Development:** Fast, modern frontend, interactive project filter (Ongoing, Upcoming, Handed Over), mortgage EMI calculator, blueprint floorplan viewer, and private tour booking modals.
- **3. Professional Content Writing:** Persuasive, professional English real estate sales copy crafted for all pages, including company profile, engineering standards (BNBC codes), and landowner joint-venture propositions.
- **4. Graphics & Creative Assets:** Custom vector badges (REHAB, RAJUK, ISO standards), social preview cards, icons, and automated WebP image optimization.

- **5. Administrative CMS:** Secure, intuitive content management system for adding/editing properties, floor plans, and managing inquiries.

B. Responsibilities of the Client:

> 📌 **CLIENT IMAGE ASSET PROVISION:** All actual project photography, 3D architectural renders, site elevation photos, and executive portraits must be provided directly by the Client in high resolution. PRANTIK-SOFT will edit, crop, and optimize these assets for maximum web speed.

- **1. Project Photography & Renders:** High-res 3D renders, site elevation shots, and interior photos for all listed developments.
- **2. Official Property Data:** Accurate plot sizes (in Kathas), building heights (G+X), unit counts, handover dates, and official RAJUK/municipal sanction numbers.
- **3. Corporate Credentials:** Executive portraits for leadership profiles and scans of trade licenses/REHAB membership.

3. Core Platform Features

Platform Module	Business Value & Capability
Flagship Homepage & Filter Bar	Hero architectural showcase, quick property search (Location, Status, Type), and KPI trust counters.
Developments Showcase & Filters	Status tags: Ongoing (with % completed), Upcoming Launch, Handed Over. Filterable by prime areas.
Signature Project Detail Hub	High-res gallery, key specs matrix, interactive Unit A vs. Unit B floor plan switcher, and progress tracker.
Home Loan & EMI Calculator	Interactive sliders for apartment value, down payment %, loan tenure, and bank rates with monthly installment breakdown.
Lead Capture & WhatsApp Hub	Native modal dialogs for 'Book a Private Tour' and 'Gated Brochure Download', plus 1-click floating WhatsApp hotline.

4. Concise 1.5-Month Delivery Timeline (6 Weeks)

Phase	Duration	Key Deliverables
Phase 1: Brand Design & Copywriting	Weeks 1 – 2	UI/UX luxury layout, responsive wireframes, complete sales copywriting, and vector badges.
Phase 2: Development & Real Estate Tools	Weeks 3 – 4	Frontend coding, property filters, blueprint floorplan viewer, EMI calculator, and CMS backend setup.
Phase 3: Client Assets Ingestion, QA & Launch	Weeks 5 – 6	Integrating client high-res photos, cross-device testing, speed optimization, domain launch & handover.

5. Investment, Budget & Milestone Payments

PRANTIK-SOFT offers an all-inclusive fixed investment of BDT 50,000 for complete Design, Engineering, Copywriting, and Graphics:

Scope Component	Deliverables Summary	Amount (BDT)
1. UI/UX Luxury Architectural Design	Custom brand system, color palette, mobile-first responsive layout mockups.	BDT 12,000
2. Frontend Development & Real Estate Tools	Property filters, blueprint floorplan viewer, mortgage EMI calculator, tour modals.	BDT 18,000
3. Professional Content Writing & SEO Copy	Complete real estate sales copy, company narrative, BNBC compliance copy, SEO meta.	BDT 10,000
4. Creative Graphics & Custom Admin CMS	Vector badges, floor plan diagrams, admin CMS backend for editing properties.	BDT 10,000
TOTAL FIXED INVESTMENT	**Complete Design + Development + Content Writing + Graphics**	**BDT 50,000**

Simple 3-Stage Milestone Payment Terms

- **Milestone 1 (Mobilization Deposit):** 40% (BDT 20,000) upon agreement signing and project mobilization.
- **Milestone 2 (Design & Beta Staging Approval):** 40% (BDT 20,000) upon completion of UI/UX design, content drafts, and functional beta staging preview.
- **Milestone 3 (Final Launch & Handover):** 20% (BDT 10,000) upon client photo ingestion, final QA sign-off, live domain deployment, and handover.

6. Professional Terms & Conditions

Client Asset Provision: Development timeline (1.5 months) is dependent on the timely delivery of high-resolution project photos and statutory data by the Client. Delays in photo delivery exceeding 7 business days will extend the final delivery schedule accordingly.

Revisions: Includes up to two (2) rounds of iterative design adjustments during Phase 1 and two (2) rounds of copy review.

Intellectual Property: 100% full, exclusive ownership of all source code, graphics, and written content transfers to the Client upon final payment settlement.

Warranty & Support: Includes a complimentary 30-day post-launch warranty by PRANTIK-SOFT for bug fixes, speed adjustments, and minor text updates.

Hosting & Third-Party Costs: Domain registration and cPanel/VPS web hosting fees are direct external costs payable by the client.

7. Sign-Off & Project Acceptance

By signing below, both parties confirm their agreement to the scope of work, budget (BDT 50,000), timeline (1.5 months), and terms detailed above:

FOR PRANTIK-SOFT:	**FOR CLIENT / DEVELOPER:**
Name: Morshed Habib	Name: _____
Title: Lead Solutions Architect, PRANTIK-SOFT	Title: _____
Web: www.prantiksoft.com	Entity: FG Properties