

# Websites, systems, and the machine behind them.

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Six services. Exactly what each one includes, what it doesn't, how long it takes, and what it costs — written down before you pay anything.

**04**

Live systems in production

**100%**

Offline-capable builds

**5–45**

Days, concept to launch

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## Services

Prices are starting points. Final pricing is confirmed once scope is agreed.

01

### Business Website

**\$450**

A site that turns visitors into people who actually contact you. Not a brochure sitting on a domain — a working front door for the business.

#### WHAT YOU GET

- Custom design for your business — not a template resold to a hundred others
- Interactive menu or catalog: products, prices, images, categories
- Direct WhatsApp ordering — the message composes itself with the order details
- Genuinely responsive: mobile and desktop treated equally
- SEO-ready structure and fast load times
- Social profiles and Google Maps integration
- Handed over with hosting and domain in your name

#### NOT INCLUDED

- Content management dashboard — that's service 02
- Online checkout and payment processing — that's service 03
- Copywriting and product photography — quoted separately

#### TIMELINE

**5–10 days**

#### BEST FOR

Cafés, restaurants, clinics, workshops, and any small business that needs a credible presence

## Standalone Admin Dashboard

**\$650**

The system behind the site. You run orders, customers and stock from one screen — without touching code or reopening a spreadsheet.

### WHAT YOU GET

- Daily overview: orders, sales, and anything needing attention
- Full order management — view, edit, change status, search and filter
- Customer database with full history per customer
- Inventory with low-stock alerts before you run out
- User roles — each person sees only what concerns them
- Export any table to Excel
- Live training for you and your team, plus a written guide

### NOT INCLUDED

- Building the site itself — this is added to an existing one
- Integration with external accounting software (quoted separately)
- Mobile application

### TIMELINE

**7–14 days**

### BEST FOR

Any business already online but still running orders through paper, WhatsApp or spreadsheets

03

## E-commerce Store + Order Dashboard

**\$1,000**

A store that actually sells — from product page to paid order — with a full management layer behind it.

### WHAT YOU GET

- Product pages with images, variants, sizes and per-variant stock
- Cart and complete checkout flow
- Multiple payment methods: online, cash on delivery, or transfer
- WhatsApp ordering as a parallel path — essential in this market
- Discount codes and promotions
- Full dashboard for orders, products, customers and inventory
- Automatic notifications to you and the customer on every status change
- Sales reporting: best sellers, slow movers, performance by period

### NOT INCLUDED

- Payment gateway fees — billed directly to the store owner
- Professional product photography
- Shipping-carrier integrations (quoted separately)

### TIMELINE

**14–21 days**

### BEST FOR

Anyone selling products — clothing, accessories, electronics, local goods — who has outgrown selling through DMs

# Business Automation & AI Systems

**\$1,400**

We connect the tools you already use and remove the repetitive work quietly eating hours from your team every week without producing anything.

## WHAT YOU GET

- Analysis session: we walk your operation step by step and find what repeats
- Tool integration — forms, email, WhatsApp, sheets, database
- 3-5 automated workflows, prioritised by what costs you most
- Lead intake and automatic routing to the right person
- Approval paths — sensitive decisions pass a human before they execute
- Scheduled automated reporting
- A monitoring view showing what ran and what failed
- Written documentation for every automation: what it does and how to stop it

## NOT INCLUDED

- Third-party tool subscriptions — passed to the client, priced up front
- Rebuilding existing systems from scratch
- Ongoing support beyond the warranty window (agreed annually)

## TIMELINE

**14-25 days**

## BEST FOR

Agencies and teams that have outgrown spreadsheets and group chats

# Full Operating System

**\$4,500**

One system running the entire shop or company — sales, stock, repairs, cash, reporting, permissions. And critically: it runs with no internet at all, so a dropped connection never stops the business.

## WHAT YOU GET

- Complete point of sale with printed invoices (80mm thermal or A4)
- Inventory with serial tracking, warranties and reorder thresholds
- Full repair workflow: intake, diagnosis, quote, approval, delivery
- Daily cashbox: in, out, balances and close-out
- Customers and suppliers with open balances and credit
- Returns and exchanges tied to the original invoice
- Granular permissions — cost and profit visible to the owner only
- Complete audit trail: who changed what, when, and the value before and after
- Automated backups with a retention policy and tested restore
- Device-bound licensing
- Written user guide and live training
- Migration of your existing data into the system

## NOT INCLUDED

- Hardware — computer, printer, barcode scanner
- Cloud sync and online storefront (priced as an add-on)
- Devices beyond the first — annual licence

## TIMELINE

**21–45 days**

## BEST FOR

Technology and mobile retailers, repair centres, pharmacies, and any shop with real inventory or service work

# Full Marketing Campaign

**\$500**

Not posts and hope. Research on your actual market, a message worth saying, and a campaign executed end to end with numbers you can hold me to.

## WHAT YOU GET

- Real market research: what competitors do and where the opening is
- Precise audience definition — who buys, and why
- Messaging and positioning: who you are and why they should choose you
- Channel plan with budget allocation
- Full campaign execution with daily monitoring
- Performance report in plain numbers: reach, and what converted

## NOT INCLUDED

- Paid advertising budget — entirely separate
- Photography and video production
- Ongoing monthly social media management

## TIMELINE

**14–20 days**

## BEST FOR

Any working business ready to grow, or a new product that needs a considered launch

AFTER LAUNCH

# Licensing & Annual Support

Operating systems ship with device-bound licensing. Annual costs are known from day one.

| ITEM                      | COVERS                                                              | PRICE      |
|---------------------------|---------------------------------------------------------------------|------------|
| Additional device licence | Running the system on a second machine or branch                    | \$450 / yr |
| Support & updates         | Fault resolution, updates, and support with a defined response time | \$650 / yr |

HOW IT RUNS

## Process

01

### Discovery

We talk through the business and what actually slows it down. No charge.

02

### Scope & Quote

You receive a written plan: scope, timeline, price. Nothing starts before you agree.

03

### Build

Built in stages. You see a working version before the end, not a surprise at delivery.

04

### Launch & Support

Go live, training, written guide, and a defined support window.

TERMS

## Payment

| PROJECT SIZE             | SPLIT                                              |
|--------------------------|----------------------------------------------------|
| Projects under \$500     | 50% upfront · 50% before handover                  |
| Projects \$500 and above | 40% start · 30% first working version · 30% launch |

International payments via PayPal. Local payments via InstaPay, Vodafone Cash or bank transfer.

## Ready to start?

Send the type of business and what you need. You'll get back a clear plan with timeline and cost — no obligation.



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