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Web Development Proposal for

Jeddah Development and Urban Regeneration Co.

February 17, 2009

BACKGROUND

Jeddah Development and Urban Regeneration Co (JDURC) has succeeded in creation and inception of several Mega projects in the City of Jeddah. As part of its role and responsibility to improve the quality of living in Jeddah for its citizens by it identifies opportunities for development by the private sector. Accordingly, it utilize various means of communication to stay connected with several stakeholders (Partners, Investors, Developers and The general public.) Currently JDURC maintains a web presence through its site www.jdurc.com, but would like to upgrade its website to set brand image and convey its objectives. HireLabs has successfully helped design and implement web sites for several projects. It is our honor to submit this proposal in an effort to fulfill JDURC needs.

SCOPE

Based on initial discussions with JDURC, our understandings of the items to be included in the website are listed below. JDURC will provide text and images for developed pages for the site in electronic format (e.g. MS-Word or pdf). The site's main objective would be to create an impression, Attract Developers and Investors, Provide information, Increase awareness, Build credibility and Communicate with the target audience. Suggested Website sections include:

- About JDURC
  - Mission, Vision, Strategy & Values
    - Trust, Integrity & Fairness
    - Open Communications
    - Employee Development & Work Environment
    - Social Responsibility

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(Continued)

- o Chairman's Message
- o Board of Directors
  - ▪ Board of Directors Profiles
- o Management and Key Personnel
  - ▪ Management Profiles
- o Awards
- o FAQ's
- o About Jeddah
- Projects
- Investor Relations
  - o Fast Facts
  - o Annual Report
  - o Corporate Governance
  - o Press Releases
  - o Email Alerts
  - o Investor FAQs
  - o Disclaimer
  - o Conference Calls
- Partners
  - o Developers
  - o Architects
  - o Government Agencies
- Careers
- Contact Information
  - o Contact Us Form
  - o Location Map
- FAQs
- Media Center
  - o Press Releases
  - o Events
  - o Articles
- PPQ
- Property Registration
  - o Transfer Fact Sheets
  - o Deed Registrations Fact Sheets
- Links
- Search
- Login
- Privacy Policy
- Terms & Conditions
- Feedback
- Administration Section

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COST SUMMARY

	Item:	Estimated Cost (SR)

	Design graphics for site, includes:
	  3 original graphic designs.
	  Corresponding header graphics for subsequent pages based on the sections
	  and section names listed in this proposal
	  2 rounds of modification to the selected design
	Duration - (3 weeks)
		8,750.00

	Website Graphic content – Basic Duration – (3 Weeks)	7,500.00
	Initial HTML coding for the various sections listed in the Scope Duration- (6 weeks)	12,625.00
	Basic Functionality programming. Includes: Administrative section, File sharing protocols and system, and online forms. Duration - (5 Weeks)	15,375.00
	Quality Assurance and Testing Duration – (1 week)	4,500.00
	Options:	
	Interactive Graphic Gallery Duration – (1 week)	1,500.00
	Web Hosting and email setup Duration – (3 days)	1,000.00
	Annual Maintenance and up keeping Contract, up to 10 hrs per month	15,000.00
	Automated News section: A customizable dynamic section that tracks JDURC related news articles published online on major Arabic newspapers, websites and agencies. Duration – (4 week)	

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	Set up Subscription	2,500.00 1,250.00/mo
	Automatic Press Release Process, Allows for automatically sending out press releases to News agencies and posting to the website through a press management system. Duration – (3 week)	4,750.00
	Automated Career page integration, Allows for posting Job openings in JDURC and related Partners and Developers. Also it allows for interested parties to browse and apply to relevant positions. Duration – (4 week)	20,000.00
	User account management and privileges, Allows for issuing new user accounts and assign specific privileges to access website (upload/ download) or administrative sections. Duration – (2 week)	2,500.00
	PPQ Database design and implementation. Duration – (1 week)	3,500.00
	TOTAL COST OF PROJECT	
	Domain registration, Web Hosting and email Annual Subscription Option 1: through Yahoo Business, requires IT Support and Training Option 2: Fully managed hosting solution through Rackspace.com	 1,500.00 13,500.00
	Additional graphics work (required to reach desired mockups)	250.00/hr
	Custom Image creation and professional Photography Services	500/hr
	Content Creation and Copy Editing	500/page
	Additional HTML file conversion (for future work)	200/hr
	Additional graphic design (for modifications to graphics containing section names or for adding new sections)	350/hr
	Additional software development/custom programming (for modifications to programming scripts, such as registration forms, monthly/Quarterly articles etc. or other programming tasks—not basic HTML file conversion)	250/hr

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SCHEDULE

We anticipate that the entire website (Not including optional items) can be set up in approximately eleven to twelve weeks, depending on the speed at which the content becomes available to us.

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