

Digital Solutions & Services - Rate Card - 2024

Cool Enterprises Limited Area 3, Jadil Hadrian House, Office 17. P.O. Box 30200, Lilongwe. | +265999 362 633 www.coolenterprisesmw.com info@coolenterprisesmw.com

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Special Web Development Packages

Basic	Mid-Tier	Premium
Price: MWK 99,777 - Once Off! (hosting & domain fees excluded)	Price: MWK 144,444 - Once Off! (hosting & domain fees excluded)	Price: MWK 222,222 - Once Off! (hosting fees excluded)
Up to 5 pages (Home, About Us, Services, Blog, Contact).	Up to 10 pages, including a photo gallery or portfolio section.	Bespoke website design with unlimited pages
Delivery in 7 working days	Delivery in 10 working days	Delivery in 14 working days
Static Website*	Static Website*	Static Website*
Mobile-Friendly	Mobile-Friendly	Mobile-Friendly
Social Media Integration	Social Media Integration	Domain included - 12 months only
Basic SEO	Free website content creation	Social Media Integration
1 month of free support and maintenance.	3 months of support and maintenance, with minor content updates.	Basic SEO
Payment: 80% advance, 20% before delivery	Payment: 70% advance, 30% before delivery	Google Map
		Professional Copywriting: Expertly written content for the entire website
		Payment: 80% advance, 20% before delivery
*The package does not include an admin panel. Any updates to the site will be handled by our developers at an additional cost.	*The package does not include an admin panel. Any updates to the site will be handled by our developers at an additional cost.	*The package does not include an admin panel. Any updates to the site will be handled by our developers at an additional cost.

Standard Web Development Packages

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Basic Presence Ideal for: Individuals or starters looking for an online brochure .	SME Starter Ideal for: Small businesses aiming for an enhanced online presence.	Business Growth Ideal for: Medium businesses aiming to expand their reach online.	Digital Pioneer Ideal for: Large enterprises aiming for a formidable online presence.
Price: Once Off! MWK 200,000 (\$250) (hosting & domain fees excluded)	Price: Once Off! MWK 400,000 (\$450) (hosting excluded)	Price: Once Off! MWK 550,000 (\$600) (hosting fees excluded)	Price: Once Off! MWK 1, 500,000 (\$2,000) (hosting Included)
Up to 5 Pages	Free domain registration .com, org, .net (12 months)	Up to 15 Pages	20+ Pages
Delivery in 7 working days	Up to 7 Pages	BONUS: Free domain registration .com, org, .net (12 months) + First 3 months free hosting on S- Silver Web Hosting Package	BONUS: 12 months - Free Domain registration .com, .mw, org, net, + First 6 months free hosting with S-Gold Web Hosting Package
Bonus: Logo (re)Design (1 Draft)	Delivery in 14 working days	Delivery in 30 working days	Delivery in 60 working days
Static Website*	Custom Design	Custom Design	Custom Design
Mobile-Friendly	Static Website*	Homepage Slider	Homepage Slider
Image Gallery	Mobile-Friendly	Dynamic Website* (with Client Management Platform)	Dynamic Website* (with Client Management Platform)
Contact Form	Links to Social Media	Mobile-Friendly	Mobile-Friendly
Links to Social Media	Click-to-Call/Email	Client Testimonials	Client Testimonials
Click-to-Call/Email	Free website content creation	Links to Social Media	Image Gallery
Payment: 50% advance, 50% before delivery	Payment: 50% advance, 50% before delivery	Click-to-Call/Email	Links to Social Media
		On-Page SEO	Click-to-Call/Email
		Blog Section	Advanced SEO and Google Analytics Setup
		Payment: 50% advance, 50% before delivery	WhatsApp Chat Integration
			Basic SEO & Google My Business Setup
			Payment: 50% advance, 50% before delivery

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*The package does not include an admin panel. Any updates to the site will be handled by our developers at an additional cost.	*The package does not include an admin panel. Any updates to the site will be handled by our developers at an additional cost.	*Includes an admin panel. All updates to the site will be managed by your team. We offer complimentary online orientation. However, for on-site assistance, expenses will be borne by your organization	
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Tailored Web Solution Ideal for: NGOs or companies requiring a specialized approach.
Price: Once Off, MWK 120,000 (\$150) per page (hosting & domain fees excluded)
 Features: Customized number of pages Delivery timeline varies by project complexity Dynamic Website(with Client Management Platform) Mobile-Friendly Advanced Analytics Setup User Experience Design Consultation E-Commerce Live Chat Feature Payment: 50% advance, 50% before delivery

Please click here to see our web development terms and conditions

Application Development

PARAMETERS	Simple	Semi-Complex	Complex
Development	MWK 800,000+	MWK 1,400,000+	MWK 2,000,000+
UI/UX Design	MWK 350,000+	MWK 520,000+	MWK 1,850,000+
Backend System Development	MWK450,000+	MWK850,000+	MWK1,500,000+

Special Web Hosting Packages

Sp-Tiny	Sp-Bronze	Sp-Silver	Sp-Gold
MWK 2,999/month	MWK 3,999/month	MWK 5,999/Month	MWK 8,999/Month
2GB Disk Space	5GB Disk Space	10GB Disk Space	15GB Disk Space
Unlimited Bandwidth	Unlimited Bandwidth	Unlimited Bandwidth	Unlimited Bandwidth
1 Hosted Domain	1 Hosted Domain	1 Hosted Domain	1 Hosted Domain
1 Subdomains	3 Subdomains	5 Subdomains	5 Subdomains
2 Email Accounts	3 Email Accounts	5 Email Accounts	7 Email Accounts
1 MySQL Databases	2 MySQL Databases	5 MySQL Databases	25 MySQL Databases
99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee
Anti-Virus protection	Anti-Virus protection	Anti-Virus protection	Anti-Virus protection
SSL Certificate	SSL Certificate	SSL Certificate	SSL Certificate

Standard Web Hosting Packages

S-Tiny	S-Bronze	S-Silver	S-Gold
MWK 9,000/month	MWK 12,500/month	MWK22,000/Month	MWK 75,000/Month
		Free domain 1 Year	Free Domain Forever
No Cpanel	No Cpanel	Cpanel	Cpanel
11GB Disk Space	100GB Disk Space	500GB Disk Space	Unlimited Disk Space
100GB Monthly Traffic	300GB Monthly Traffic	400GB Monthly Traffic	Unlimited Bandwidth
1 Hosted Domain	1 Hosted Domain	1 Hosted Domain	1 Hosted Domain
5 Subdomains	10 Subdomains	10 Subdomains	Unlimited Subdomains
5 E-mail Accounts	10 E-mail Accounts	25 Email Accounts	Unlimited Email Accounts
1 MySQL Databases	2 MySQL Databases	20 MySQL Databases	Unlimited MySQL Databases
99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee
Anti-Virus protection	Anti-Virus protection	Anti-Virus protection	Anti-Virus protection
SSL Certificate	SSL Certificate	SSL Certificate	SSL Certificate
24/7 Full Technical Support			

Business Email (Webmail) Packages

Starter	Basic	Professional	Unlimited
MWK 1,000/month	MWK 3,999/month	MWK5,999 month	MWK 29,999/Month
			Free Domain .com, org, .net
2GB Storage	5GB Storage	10GB Storage	40GB Storage per mailbox
1 Mail Box	3 Mail Boxes	5 Mail Boxes	Unlimited Mail Boxes
99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee
Anti-Virus protection	Anti-Virus protection	Anti-Virus protection	Anti-Virus protection
SSL Mail Server	SSL Mail Server	SSL Mail Server	SSL Mail Server
Anti Spam Feature	Anti Spam Feature	Anti Spam Feature	Anti Spam Feature
Auto Responder	Auto Responder	Auto Responder	Auto Responder
Payable in 12 Months advance	Payable in 12 Months advance	Payable in 12 Months advance	Payable in 12 Months advance
		24/7 Full Technical Support	24/7 Full Technical Support
			Free email migration
Purchase your domain at <u>http</u>	s://coolenterprisesmw.net/. Afte	r buying, contact us at 099936263	3 or email us

webmail@coolenterprisesmw.com so that we can setu p your mail boxes.

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Social Media Management

Package	Platform	Deliverables	Monthly Subscription	Annual Subscription
		1 managed account		
B uite		3 posts per week		
Basic	Facebook	Includes all Holiday posts	MWK30,000.00	MWK350,000.00
		1 week free trial		
		2 managed account		
Standard	Facebook, Instagram	4 posts per week	MWK60,000.00	MWK700,000.00
		Includes all Holiday posts		
		4 managed accounts		
Professional	Facebook, Instagram, LinkedIn, Twitter	7 posts per week	MWK95,000.00	MWK1,100,000.00
		Includes all Holiday posts		

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-Advanced analytics with monthly reports. -Strategy consultation once per month.	
Page monitoring and responding to messages	

All the above packages include designing and posting the posters as specified in each package. Please note that there is a limit of only two revisions per poster. Any additional changes beyond this will incur a charge of K25,000 per revision.

Please read our terms and conditions for Social Media management here

Social Media Ad Packages

Package	Platform	Deliverables	Monthly Subscription	Annual Subscription
		30 Total Days Brand/Product Campaign		
Starter Pack	Facebook	\$1 Daily Budget		
		(1 Campaign)		
			MWK65,000.00	MWK730,000.00
Dual-Platform Pack	Facebook, Instagram	30 Total Days Brand/Product Campaign		
		\$2 Daily Budget	MWK120,000.00	MWK1,400,000.00

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		(1 Campaign)		
		30 Total Days Brand/Product Campaign (1 Campaign)		
	Facebook Instagram	(2 Campaigns)		
	Facebook, Instagram	Includes all Holiday posts		
Premium Dual-Platform		\$2 Daily Budget		
Premium Dual-Platform Pack		Page monitoring	MWK185,000.00	MWK2,000,000.0 0

Reseller Hosting Packages

R-Bronze	R-Silver	R-Gold
MWK 15,000/month	MWK25,000/Month	MWK 35,000/Month
Domain fees not included	Domain fees not included	Domain fees not included
Unlimited Disk Space	Unlimited Disk Space	Unlimited Disk Space
Unlimited Monthly Traffic	Unlimited Monthly Traffic	Unlimited Monthly Traffic
5 Hosted Domain(s)	Unlimited Hosted Domain(s)	Unlimited Hosted Domain(s)
Unlimited Subdomains	Unlimited Subdomains	Unlimited Subdomains
5 E-mail Accounts per domain	10 Email Accounts per domain	Unlimited Email Accounts

5 MySQL Databases	20 MySQL Databases	Unlimited MySQL Databases
99.9% Uptime Guarantee	99.9% Uptime Guarantee	99.9% Uptime Guarantee
Anti-Virus protection	Anti-Virus protection	Anti-Virus protection
SSL Certificates	SSL Certificates	SSL Certificates

Domain Registration:

To register your domain (.com, .org, .net etc.), visit <u>www.coolenterprisesmw.net</u> to purchase directly and securely using your visa, credit card or PayPal.

Visual & Graphic Designing

Service (Design Only)	Price (MWK)
Poster	15,000.00
Flyer	15,000.00
Banner	30,000.00
Business Cards	30,000.00
Logo (Includes Letterhead Design)	35,000.00
Trifold Brochure	40,000.00
Bifold Brochure	35,000.00

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Wall Calendar (1 Page)	30,000.00
Wall Calendar (12 Pages)	100,000.00
Desk Calendar	50,000.00
T-shirts	20,000.00
Golf Shirts	20,000.00
Hats	15,000.00
Mugs	15,000.00
Social Media Cover Design	20,000.00
Infographics Design	40,000.00
Packaging Design	45,000.00
Book Cover Design	30,000.00
Event Invitation Design	20,000.00
Web Design Mockup	60,000.00
Animated Social Media Post Design	25,000.00
Magazine Layout Design	55,000.00
Album Cover Design	28,000.00
Digital Ad Design	30,000.00
Product Label Design	40,000.00
E-book Design	35,000.00
Presentation Design (per slide)	3,500.00
Newsletter Design	50,000.00

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Menu Design	30,000.00
Stationery Design (Envelope, etc.)	20,000.00
Vehicle Wrap Design	60,000.00
Standee and Roll-up Banner Design	40,000.00
Sticker and Decal Design	15,000.00
GIF Creation	25,000.00

Branding Packages

Package Name Contents	Price Range	Delivery Period
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	-Logo Design		
	-Custom Business Cards		
	-Professional Letterheads		
Essential Brand Kit	-Social Media Poster Design	50,000	3-7 Working Days
	-Three Logo Versions (Choose One)		
	-Brand Guide		
	-Business Card Design		
	-Letterhead Design		
	-Quotation, Invoice, Delivery Note Templates		
Advanced Brand Suite	-Social Media Branding	150,000	5-10 Working Days
	-Three Logo Versions (Choose One) -Comprehensive Brand Guide -Business Card Design -Custom Letterheads -Quotation, Invoice, Delivery Note Templates -Social Media Branding		
Premium Brand	-Apparel Design (T-Shirts, Golf Shirts) -8-12 Page Company Profile		
Identity	-Roll-Up Banner Design	250,000	7-15 working Days

IT Support Services

Product/Services	Description	Price
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Setup	Ensuring optimal setup and verification for local business visibility	K50,000
Google My Business Page		
Social Media Page Setup	Creation & optimization of profiles on platforms like Facebook, Twitter, Instagram, etc.	K8,000 - K20,000 per platform
Data Recovery	Retrieval of lost or corrupted data	Starting at K20,000 per Hour
Remote Desktop Support	Direct assistance from tech experts remotely	K13,000 per hour
IT Consultation	Expert advice for IT-related decisions	K12,000 per session
Network Security	Firewall and intrusion prevention services	K20,000 - K50,000/year
Cloud Backup & Storage	Secure online storage for your files and data	K10,000 - K25,000/year
Antivirus	Comprehensive protection against malware & threats	K35,000/year
Software/License Technical Support	Dedicated tech support for software & licensing issues	K15,000 per hour
Website Changes	Alterations as required	As required
Website Maintenance	Regular updates & maintenance	K15,000 - K45,000 per month

Appendix 1 Web T&Cs

Terms & Conditions for Web Development Services

1. General

1.1 These terms and conditions apply to all web development services provided by Cool Enterprises Limited to the Client.

2. Payment and Deposit

2.1 A non-refundable deposit of the agreed percentage of the total cost, as specified in the chosen package, is required before work begins.2.2 The remaining balance will be due prior to the website going live or as per the agreed milestone in the proposal.2.3 All payments are to be made in MWK unless otherwise agreed upon.

3. Provision of Materials

3.1 The Client is responsible for providing all materials required for the project, such as logos, images, content, and other necessary details, unless otherwise agreed.

3.2 Delay in providing these materials might result in a delay of project completion.

4. Changes and Revisions

4.1 The number of design revisions, content revisions, and other changes are limited as per the package chosen.

4.2 Any additional revisions or changes not covered by the package will be charged at an hourly rate.

5. Completion and Delivery

5.1 Cool Enterprises Limited commits to delivering the project within the timeline agreed upon, as long as all necessary materials are provided in a timely manner.

5.2 Any delay from the client's side in providing feedback, materials, or other necessary communication might result in project delay.

6. Termination

6.1 Both parties reserve the right to terminate the agreement if either party breaches these terms and conditions.6.2 In the case of termination, Cool Enterprises Limited will retain the deposit as compensation for the work done.

7. Warranty and Technical Support

7.1 Cool Enterprises Limited offers a 60-day warranty period post-launch to fix any bugs or issues directly related to the services provided. 7.2 Any additional support or changes after this period will be charged at an hourly rate.

8. Intellectual Property

8.1 Upon final payment, the client will own the website design and all its content, while Cool Enterprises Limited retains the right to use the design and content for portfolio and promotional purposes.

8.2 Any third-party materials used in the project remain the intellectual property of their respective owners.

9. Liability

9.1 Cool Enterprises Limited will not be liable for any indirect or consequential losses due to delay in obligated service deliverables, where the delay is because of natural or ungovernable causes.

9.2 The Client agrees to indemnify Cool Enterprises Limited from any and all claims resulting from the Client's negligence or inability to obtain proper copyright permissions for materials provided.

10. Governing Law

10.1 These terms and conditions shall be governed by the laws of Malawi.10.2 Any disputes shall be resolved by the courts of Malawi.

11. Contact

11.1 For any inquiries or concerns related to these terms, the Client can contact:

- Website: <u>www.coolenterprisesmw.com</u>
- Email: info@coolenterprisesmw.com
- Phone: +265999363633
- Address: Area 3, Jadil Hadrian House, Next to Premier Bet Head Office, Office 17

12. Acceptance

12.1 By agreeing to these terms and conditions, the Client acknowledges that they have read, understood, and are considered satisfied with them.