Proposal to: **Develop a Corporate Web Site**

for CTI Travel, Inc.

Submitted by: Unlocked Ideas

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INTRODUCTION

At the request of CTI Travel, Inc., the communications company Unlocked Ideas submits this proposal to develop a web site for CTI. This development will include designing the site's structure and assisting in preparing content for the site. Unlocked Ideas is ready to successfully complete this project because of the company's experience with web design, web management, and message design. A contract for this proposal is included as Appendix I so that if everything in this proposal is acceptable, Unlocked Ideas can immediately begin work on this project.

BACKGROUND

Headquartered in Orem, Utah, CTI Travel, Inc. has been serving businesses for more than a decade by providing full-service travel planning and assistance. To expand its services beyond that of a typical travel agency, CTI is now offering conventions and associated services. CTI occasionally does travel planning for individuals, but the private market is not one CTI emphasizes because that market is less lucrative than the business travel market. Today the company has offices in many parts of the country. CTI believes that one reason for its growth is that is has invested in resources such as technology and qualified personnel.

The Internet is one of the fastest growing technologies in use by businesses today. Its power and potential for businesses has been proven by the experience of countless companies. Its performance over the past few years has been phenomenal as more and more Americans are turning to it for information. According to research reported by *The Industry Standard*, a professional Internet magazine, 55 percent of Americans used the Internet during the 30-day period ending March 15 of this year. Nearly all of the nation's successful companies and organizations are fueling the Internet's growth (and their own) by developing content for Internet surfers seeking information. This content can serve companies interests by fulfilling many purposes. Some of these purposes are: to provide information to current clients, to be a marketing tool, and to by the means of conducting commerce.

Travel agencies are among the companies that have embraced the Internet. In the sub-category for corporate travel agents on Yahoo!'s directory of Internet sites, 48 companies are already listed. A much more general search on the Internet through the popular search engine Northern Light, meanwhile, returns more than 200,000 items when it looks for the term "travel agent". CTI has not yet created web pages to be listed among these.

CTI uses one component of the Internet at this point: e-mail. The staff, however, send their e-mails using several different address suffixes, and none of these are specific to the company (as @cti-travel.com would be). For quite some time, CTI has been anticipating establishing its own web site, and it is now poised to do so. The main purposes it has for its site are to make CTI information more accessible and helpful for clients, to make CTI staff easier to communicate with, and to more easily promote CTI specials. The company has not yet expressed interest in establishing major content specific to its individual offices.

The most intuitive name for CTI's web site would be CTItravel.com, however, this name is no longer available for $70 registration from Internic, which manages domain names. CTI-travel.com is still available, but admittedly it is not ideal. It is possible, however, that CTI will be able to purchase the domain CTItravel.com from its current owner, a company called Corporate Travel Incentives, Inc. This latter company registered CTItravel.com in March of this year, and it has not yet developed its web site. Depending on the size of this latter company, it might be willing to sell its domain name under terms that would be reasonable to CTI.

SITUATION ANALYSIS

CTI has proved it can use resources to its advantage, as its success and satisfied customers can attest. Though the company is innovative in some ways, it has missed being an early adopter of the Internet. By acting now, it would perhaps be a part of the category of either early or late majority. Clients expect companies they deal with to have an Internet presence, and they expect e-mails from the company to be "branded" by having address suffixes of the company. By obtaining a domain name and establishing a web site, CTI will be able to meet these expectations.

The Internet will allow CTI to expand its actual services to clients as well through using the Internet. The CTI web site will offer travel specials to those visiting it, and it will make more accessible information that clients seek because they will not be limited to telephone calls during CTI's office hours. The benefits that using the Internet can bring CTI will become clearer by considering the implications of the specific details of this proposal.

PROBLEM STATEMENT

Until CTI Travel, Inc. establishes a web site for itself, its business will miss out on the success it would have by using the Internet to present a better service and a better image to its customers.

GOAL

To establish a web site for CTI Travel, Inc. so that it can enjoy the successes that will come from using the Internet to present a better service and a better image to its customers.

STRATEGIES AND TACTICS

To help CTI Travel, Inc. reach its goal of using the Internet to its advantage, Unlocked Ideas will carry out several planned strategies. These strategies are:

1. Prepare content to be placed on CTI's web site.
2. Design a crisp, professional web site.
3. Enable CTI's staff to manage its web site's content.
4. Establish relationships for cross-promotion with other web sites.
5. Submit CTI's site for listing on hundreds of search engines.

Strategy 1: Prepare content to be placed on CTI's web site.

Tactics:

1. Obtain and review promotional materials, photographs, and media coverage of and about the clinic.
2. Discuss with company its mission and its plans for future services, as well as specific purposes its web site will accomplish.
3. Speak with a few customers of the company to obtain positive quotes for inclusion on web site.
4. Organize material and write copy according to the logical and spatial arrangement of the web site will require.
5. Have CTI review and modify content as needed.

Comments: Unlocked Ideas places great emphasis on precision. Giving your web site functionality and a professional look is important, but if the content is sloppy, then all is for naught. Unlocked Ideas is so committed to preparing accurate copy that it guarantees its work to this point: Any time you find a typographical error on your site that is our fault, we will not only fix it immediately, but we will pay you $50. CTI Travel should never have to pay for the mistakes of those contracted to do its work.

Strategy 2: Develop a web site.

Tactics:

1. Develop basic template for home page and approve template with CTI.
2. Format text and pictures for inclusion in pages made to correspond to home page template.

3. Create forms to allow visitors to the site to submit e-mail through the web site to CTI's general in-box as well as to specific CTI employees.

4. Install back-end programming to allow pictures to rotate on home page (so that the site will be visually different when visitors return).

5. Install back-end programming to allow site visitors to subscribe to CTI mailing list and for CTI to easily communicate with this list.

6. Obtain domain and contract with hosting company to carry the site live on its servers.

7. Establish e-mail addresses for all CTI personnel to be person@cti-travel.com.

Comments: The tactics that require forms and back-end programming are particularly complicated and require skills beyond what many web designers have. Accordingly, these tactics will cost more than the others will. For some purposes, however, pre-written code is available for adaptation. Pre-written code is available for the picture rotation and for the mailing list. In the case of the mailing list, an outside company provides code that is used to configure CTI's site to send its mailings through the outside company's server in a way that is non-obtrusive for CTI's client. If this is not acceptable, then Unlocked Ideas can write new code to have this service entirely in-house but at a higher cost.

Strategy 3: Enable CTI's staff to manage its web site's content.

Tactics:

1. Create forms and back-end programming to allow CTI to modify its company news forum that will create a page showing the last several news items in the order they were submitted.

2. Create forms and back-end programming to allow CTI to modify a special offer space on home page.

3. Train CTI staff member to make and upload basic modifications to site beyond what can be done with forms.

4. Write instructional material for dealing with hosting company, establishing new e-mail addresses, modifying site contents, uploading site contents, using opt-in e-mail mailing list, for modifying rotating pictures, etc.

5. Be available for technical support. (The first ten instances will be free of charge. After that point, each instance will be $50. An incident in an individual matter that needs attention, so if you make one phone call but need help with both your e-mail configuration and uploading information, then that counts as two incidences.)

Comments: A major problem with many organizations' web sites is that their content does not change. The usual reason the sites do not change is that no one within the organization knows how to update them. The forms described as parts of this strategy will eliminate this problem for CTI. All that you will need to do to update selected areas of your site will be to point your web browser to a password protected area of your site, type your new content into the given fields, then hit the submit button. This will instantly update your web site, and you will not need to understand anything about HTML or standard upload procedures. An example of one of these forms is shown in Appendix II.

Strategy 4: Establish relationships for cross-promotion with other web sites.

Tactics:

1. Identify sites where potential visitors will be such as those about conventions, hotels, or destinations.

2. Negotiate with these sites to have CTI's site link to them and their sites link to CTI.

3. Create page for these links.

Strategy 5: Submit web pages to scores of search engines.

Tactics:

1. Submit registration forms to hundreds of web sites including the most popularly used engines like Yahoo, Lycos, and Excite, as well as engines targeted toward more CTI's markets.

2. Verify that the forms for all submissions are correct.

3. Generate report of search engines that included CTI's web pages into their systems

Comments: Hundreds of search engines help users on the Internet find the content they are seeking. The most popular of these include Yahoo!, Lycos, and Infoseek. Beyond these, however, are hundreds more that target niche audiences or that have not yet gained widespread usage. Regardless of which search engine potential clients are using, they should be able to find your site.

CALENDAR

This calendar shows when each tactic will be worked on and accomplished. The first three weeks will be mostly to obtain the domain name and prepare content for the web site. The fourth week will be for CTI to review the content. By the end of the sixth week, the site should be fully developed and live on the Internet. The seventh through ninth weeks are for work that will enhance your site's visibility.

Task:	Week: 1	2	3	4	5	6	7	8	9
STR. 1: PREPARE SITE CONTENT									
1. Review materials	x	x							
2. Discuss mission and plans		x							
3. Obtain customer quotes	x	x							
4. Organize and write copy		x	x						
5. Have CTI review content				x					
STR. 2: DESIGN SITE									
1. Develop template			x	x					
2. Format text and pictures				x	x	x			
3. Create e-mail forms				x					
4. Install picture rotation						x			
5. Install mailing list					x				
6. Obtain domain and begin hosting	x				x				
7. Establish e-mails for personnel					x				
STR. 3: ENABLE STAFF									
1. Forms to modify news page			x						
2. Form to modify special offers page			x						
3. Train staff member					x				
4. Write instructional material					x	x			
5. Be available for technical support				x	x	x	x	x	x
STR. 4: CROSS-PROMOTION									
1. Identify sites							x		
2. Negotiate to trade links							x	x	
3. Create links								x	x
STR 5: SEARCH ENGINES									
1. Submit site to engines							x		
2. Verify forms							x		
3. Generate report of listings									x

BUDGET

The strategies and tactics described in this proposal will cost a total of $5,100. The table shows the amount contributed by each element of the work. CTI can easily make line-item decisions about whether to implement each strategy or tactic and see how changes to affect the total cost. Payment will be made for the first strategy before work begins; all other strategies are paid for on their individual completion.

Task:	Cost:	When Paid:
STR. 1: PREPARE SITE CONTENT		
1. Review materials (text and photos)	$400	
2. Discuss mission and plans	100	
3. Obtain customer quotes	200	
4. Organize and write copy	600	
5. Have CTI review content	0	
Strategy total:	**$1,300**	At start
STR. 2: DESIGN SITE		
1. Develop template	$600	
2. Format text and pictures	600	
3. Create e-mail forms	150	
4. Install picture rotation	150	
5. Install mailing list	100	
6. Obtain domain and begin hosting	150	
7. Establish e-mails for personnel	50	
Strategy total:	**$1,800**	On completion
STR. 3: ENABLE STAFF		
1. Forms to modify news page	$500	
2. Form to modify special offers page	400	
3. Train staff member	150	
4. Write instructional material	200	
5. Be available for technical support	0**	
Strategy total:	**$1,250**	On completion
STR. 4: CROSS-PROMOTION		
1. Identify sites	$150	
2. Negotiate to trade links	250	
3. Create links	75	
Strategy total:	**$475**	On completion
STR 5: SEARCH ENGINES		
1. Submit site to engines	$200	
2. Verify forms	50	
3. Generate report of listings	25	
Strategy total:	**$275**	On completion
Grand Total:	**$5,100**	

*This cost assumes you use an unregistered domain name like CTI-travel.com. If you negotiate with the owner of CTItravel.com, then costs will depend on how much negotiating is needed and how much the owner requests for the site (probably a few thousand dollars).

**This assumes you will not need technical support for more than 10 instances.

Contract Between:

CTI Travel, Inc. & Bill Benac, d.b.a. Unlocked Ideas

Dated:

Friday, May 28, 1999

For Service of:

Web site development for CTI Travel, Inc. by Unlocked Ideas

Overview of Service to be Rendered:

Unlocked Ideas will: develop content for CTI's web site, create web site containing content and activate it, enable CTI to update its site, develop cross-promotional relationships, and register the site with search engines. More specific details of the work Unlocked Ideas will perform are given in the June 12 proposal submitted to the CTI.

Terms of Payment:

CTI Travel, Inc. will pay Unlocked Ideas by check in five installments for each of the five strategies into which the work is divided in the proposal. These installments will total $5,100. The first strategy (organizing and writing content for the site) will cost $1,300 and will be paid for when this contract is signed. Work will commence when this check is received. Payments for each other strategy will be made when the given strategy is completed.

If payment is delayed more than 14 days, then interest of one-half percent will be charged daily on the principle for the total number of days over due.

Signed by:

_____   _____
Bill Benac, Unlocked Ideas   Linda Dickerson, CTI Travel, Inc.

The following form is similar to those that can be incorporated into CTI Travel, Inc.'s site. This form will appear in a password protected area of CTI's site. If you wanted to change the section on the home page devoted to specials, you would type in the headline and notice on this page, then press the submit key. Easy? You bet.

New Headline:

New Special:

Update Site   Reset