

PROPOSAL · CONFIDENTIAL

Brand, Website & Growth Partnership

A complete engagement covering brand identity & logo, website design & development, business planning, and ongoing hosting, support, maintenance & content — for K&K Prestige Removalists.

PREPARED FOR

K&K Prestige Removalists

Kaitlin & Kevin · Spring Hill, QLD

PREPARED BY

Digital Response

iFusion Pty Ltd · ABN 91 071 383 401

DATE ISSUED

19 July 2026

VALID UNTIL

18 August 2026

30 days from issue

REFERENCE

DR-KK-2026-01

STANDARD RATE

\$220.00 /hr

Incl. GST, all professional services

ABOUT DIGITAL RESPONSE

Practical digital solutions that actually work

Digital Response is a Brisbane-based digital agency (477 Boundary Street, Spring Hill) trading as iFusion Pty Ltd. We build brand identities, websites and ongoing digital operations for small and independent businesses, favouring pragmatic, honest recommendations over unnecessary complexity — the same approach applied throughout this proposal and the K&K project to date.

HOW TO READ THIS PROPOSAL

This engagement is organised into three horizons, each priced transparently at the standard rate of **\$220/hr incl. GST** unless noted as a flat annual fee:

Delivered to date — brand strategy, logo & identity, six website design directions, functional booking prototype, business plan and stationery suite already completed and included in this project (Pages 3–6).

Phase 2 — build & launch — locking one design direction, production development, booking-engine integration, QA and go-live (Page 5).

Ongoing, annual in advance — hosting, support & maintenance, and content development & content updates, both billed annually in advance from launch (Page 7). Optional extras are available à la carte (Page 9).

Prefer \$0 upfront? An alternative structure is available as proposal DR-KK-2026-02, *The Growth Partnership*: Digital Response contributes this entire engagement as partnership capital in exchange for a capped, non-voting revenue-participation stake paid as a 12% commission on revenue actually earned. The two proposals are alternatives — accepting one lapses the other.

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STAGE 01

Brand Identity & Logo Design

● DELIVERED

Positioning, colour and typography system, and a complete logo suite built around K&K's "after dark, above standard" premium after-hours positioning.

Deliverables

- ✓ Brand positioning & competitive review — premium after-hours removalist niche, Brisbane inner 15km
- ✓ Colour system — Midnight Ink, Harbour Slate, Prestige Brass, Soft Brass, Porcelain, Cream — documented with usage rules
- ✓ Typography system — Fraunces (display) + Inter / Public Sans (body), fluid c_lamp () scale
- ✓ Three logo concepts explored: The Ligature (recommended primary), The Night Crest (badge/avatar mark), Forward Motion (app icon)
- ✓ Full brand guide document — logo usage, colour tokens, type scale, voice & tone guidelines
- ✓ Stationery suite mockups — business cards, van magnet panel, mail flyer, fridge magnet, box tape, polo shirt, invoice template, yard sign, with indicative AUD print pricing

BRAND STRATEGY

LOGO DESIGN

BRAND GUIDE

STATIONERY SUITE

DISCOVERY & BRAND
STRATEGY**6 hrs**BRAND IDENTITY & LOGO
DESIGN**16 hrs**STATIONERY & PRINT
SUITE**6 hrs**STAGE FEE (INCL.
GST)**\$6,160.00**

28 hrs @ \$220/hr

STAGE 02

Website Design (UX/UI)

● DELIVERED

Six fully responsive homepage directions and a functional, click-testable booking prototype — giving K&K real options rather than a single locked design.

Deliverables

- ✓ Brand & UX strategy brief — positioning, 3-step quote flow, mobile-first requirements, content plan
- ✓ Six competing design directions: Midnight Original, Modern Edge (Movers X-inspired), Quiet Prestige (premium minimalist), Cobalt Edge, Noir, Warm Minimalist
- ✓ Functional greyscale UX prototype — click-testable instant-quote calculator and booking calendar, source of truth for booking-flow logic
- ✓ Full "About Us" page build-out from the founders' story brief
- ✓ Mobile-first responsive breakpoints and accessibility pass (semantic HTML5, aria-label, :focus-visible, prefers-reduced-motion)
- ✓ SEO foundations — Schema.org MovingCompany structured data, Open Graph & Twitter card templates on every concept

UX STRATEGY

6 DESIGN CONCEPTS

BOOKING PROTOTYPE

SEO FOUNDATIONS

DESIGN DIRECTIONS × 6 + PROTOTYPE ABOUT PAGE + ACCESSIBILITY/SEO PASS STAGE FEE (INCL. GST)

18 hrs**2 hrs****\$4,400.00**

20 hrs @ \$220/hr

STAGE 03

Website Development & Launch

● NEXT PHASE

Locking one of the six directions and taking it from design concept to a production, bookable website.

Deliverables

- ✓ Direction-lock workshop — select and refine one concept to final, drop the remaining five
- ✓ Production build — zero-framework, dependency-free static HTML/CSS/JS matching the locked concept exactly
- ✓ Live booking/quote engine — real calendar backend (Supabase + Google Calendar, or Bookly Pro), replacing the prototype's demo data, with confirmation emails
- ✓ Final SEO pass — canonical URLs, sitemap, verified Schema.org markup, meta descriptions across every page
- ✓ Cross-browser and cross-device QA, Core Web Vitals performance check, analytics setup (GA4 or Plausible)
- ✓ Domain connection, SSL, and go-live on Vercel

DIRECTION LOCK

PRODUCTION BUILD

BOOKING BACKEND

QA & LAUNCH

DIRECTION LOCK &
REFINEMENT

6 hrs

PRODUCTION
BUILD

20 hrs

BOOKING ENGINE
INTEGRATION

10 hrs

QA, TESTING &
LAUNCH

6 hrs

STAGE FEE (INCL.
GST)

\$9,240.00

42 hrs @ \$220/hr

STAGE 04

Business Plan & Financial Forecast

● DELIVERED

A realistic, hours-capped 3-year plan built around K&K's actual constraints — a two-person side business run around two full-time day jobs.

Deliverables

- ✓ 3-year capacity model and revenue/wage forecast at a \$35/hr self-pay rate
- ✓ Itemised insurance analysis — public liability, goods-in-transit, personal accident, van commercial-use cover
- ✓ Lean overheads model — accounting, marketing, IT, card fees, consumables
- ✓ Year 1–3 profit & loss with clearly stated pricing/wage/loss-offset levers
- ✓ Sole trader/partnership vs. Pty Ltd structure comparison, with a stated recommendation
- ✓ GST registration threshold analysis
- ✓ ATO-compliant tax invoice template (.docx), ready to use from day one

3-YEAR FORECAST

INSURANCE ANALYSIS

TAX STRUCTURE

INVOICE TEMPLATE

FINANCIAL MODELLING & ADVISORY

6 hrs

STAGE FEE (INCL. GST)

\$1,320.00

6 hrs @ \$220/hr

STAGE 05

Ongoing Hosting, Support, Maintenance & Content

• ONGOING • BILLED ANNUALLY IN ADVANCE

Two annual packages, both invoiced in advance from go-live and renewing on the anniversary of launch — so K&K's site keeps running and keeps getting used, without per-job admin.

Hosting, Support & Maintenance

- ✓ Domain, hosting & SSL management (Vercel)
- ✓ Uptime monitoring and incident response
- ✓ Security & platform updates
- ✓ Up to 6 hours/year of minor support and fixes included
- ✓ Additional support billed at \$220/hr incl. GST

ANNUAL FEE, IN ADVANCE

\$1,320.00

Equivalent to 6 hrs @ \$220/hr

Content Development & Content Updates

- ✓ Seasonal offer and pricing refreshes
- ✓ New service/photo pages as the business grows
- ✓ Local SEO / blog content updates
- ✓ Copy edits and review-driven content refresh
- ✓ Up to 12 hours/year included — additional hours billed at \$220/hr incl. GST

ANNUAL FEE, IN ADVANCE

\$2,640.00

12 hrs @ \$220/hr

Combined ongoing investment: \$3,960.00/yr incl. GST, invoiced as a single annual payment in advance from the launch date. Included hours do not carry over between annual terms; additional hours in either package are billed at the standard \$220/hr rate and confirmed before work begins.

06 – INVESTMENT SUMMARY

All stages, one hourly rate

Every figure below is calculated at the standard rate of \$220.00/hr incl.

GST. Nothing is marked up beyond time actually spent; nothing is hidden in a bundled "package" price.

STAGE	STATUS	HOURS	FEE (INCL. GST)
01 — Discovery & Brand Strategy	Delivered	6	\$1,320.00
01 — Brand Identity & Logo Design	Delivered	16	\$3,520.00
01 — Stationery & Print Suite	Delivered	6	\$1,320.00
02 — Website Design (6 concepts + prototype)	Delivered	18	\$3,960.00
02 — About Page, Accessibility & SEO pass	Delivered	2	\$440.00
04 — Business Plan & Financial Forecast	Delivered	6	\$1,320.00
Subtotal — delivered to date		54	\$11,880.00
03 — Direction Lock & Refinement	Next phase	6	\$1,320.00
03 — Production Website Build	Next phase	20	\$4,400.00
03 — Booking Engine Integration	Next phase	10	\$2,200.00
03 — QA, Testing & Launch	Next phase	6	\$1,320.00
Subtotal — Phase 2 build & launch		42	\$9,240.00
Total project investment		96	\$21,120.00

ONGOING – ANNUAL, IN ADVANCE	HOURS INCL.	FEE (INCL. GST)
Hosting, Support & Maintenance	6/yr	\$1,320.00
Content Development & Content Updates	12/yr	\$2,640.00
Total ongoing investment	18/yr	\$3,960.00 / yr

Delivered work (\$11,880.00) is included in this proposal for transparency; it does not form part of the amount payable to commence Phase 2. See Page 10 for the payment schedule.

07 – OPTIONAL EXTRAS

Available à la carte

None of the following are required to launch. Add any of them now or later — each is quoted at the standard hourly rate, or as a flat annual fee where noted.

EXTRA	DETAIL	HOURS	FEE (INCL. GST)
Additional logo/brand exploration round	A further round of concept variations beyond the three already explored	4	\$880.00
Stationery print production management	Ordering & print-run liaison; print costs passed through at cost	3	\$660.00
Van livery production artwork	Print-ready files from the existing van branding spec	4	\$880.00
Photography direction & retouching	Founders + fleet; photographer's fee quoted separately	5	\$1,100.00
Google Business Profile + local SEO setup	Profile build, categories, service areas, review strategy	3	\$660.00
Social media launch kit	Profile artwork + 5 post templates on-brand	4	\$880.00
Deposit/payment integration (Stripe)	Online deposit collection at time of booking	6	\$1,320.00
Extra revision round	Beyond the rounds included in each stage above	2	\$440.00
Priority support SLA upgrade	Same-business-day response window — flat annual fee	—	\$440.00 / yr
Additional content bundle	+12 hrs/yr on top of the included content package	12	\$2,640.00 / yr

Third-party pass-through costs — domain registration, stock photography licences, print production, and paid ad spend — are billed at cost and itemised separately; they are not included in any figure on this page.

08 – TERMS & ACCEPTANCE

Terms

- ✓ All fees on this proposal are quoted in AUD and include GST.
- ✓ Any work outside the scope defined in this proposal is billed at the standard rate of **\$220.00/hr incl. GST**, in 15-minute increments, and confirmed with the client before proceeding.
- ✓ Phase 2 (Development & Launch) is payable as 50% deposit on acceptance of this proposal to commence, and 50% on completion prior to go-live.
- ✓ Hosting, Support & Maintenance and Content Development & Content Updates are each billed **annually in advance**, first invoice on go-live, renewing on the anniversary of launch.
- ✓ This proposal is valid for 30 days from its date of issue — 19 July 2026 to 18 August 2026. Pricing may be revised after this date.
- ✓ Third-party and pass-through costs (domain registration, stock photography, print production, paid advertising, SMS/email platform fees) are billed at cost and itemised separately from the fees above.
- ✓ Final brand assets, source files and website code transfer to K&K Prestige Removalists on payment in full.
- ✓ This proposal and its pricing are confidential and prepared exclusively for K&K Prestige Removalists.

Acceptance

Acceptance of this proposal, by signature below or written confirmation, authorises Digital Response to commence Phase 2 — Website Development & Launch — and to issue the deposit invoice.

CLIENT – K&K PRESTIGE REMOVALISTS

DIGITAL RESPONSE

Name: _____ Date: _____

Name: _____ Date: _____

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