

Consulting Proposal

SRAS Studios

Prepared for Texas Rattlin' Rig
July 20, 2026

SERVICE	LOCATION	RATE
Marketing & Digital Strategy	Houston, TX	\$125/hr

EXECUTIVE SUMMARY

SRAS Studios is pleased to submit this proposal to modernize the Texas Rattlin' Rig online presence through a strategic website redesign and e-commerce migration. With over 15 years of experience in Marketing & Digital Strategy, SRAS Studios will ensure a seamless transition to a high-performing digital storefront that streamlines the customer journey while maintaining operational simplicity. This engagement focuses on creating a professional, conversion-oriented platform tailored to the specific needs of the Texas Rattlin' Rig brand.

SCOPE OF WORK

The project involves the complete migration of the existing Texas Rattlin' Rig online shop to a modern digital storefront. SRAS Studios will handle the structural redesign, content migration, and technical configuration of the new platform.

Key technical components include:

- Platform Migration: Moving all existing product data, imagery, and brand assets to the new storefront.
- Payment Integration: Configuring a secure checkout process utilizing PayPal as the primary payment processor.
- Back-End Configuration: Setting up manual management systems for inventory, discount codes, and shipping tracking to allow the client full control over fulfillment "behind the scenes."
- Mobile Optimization: Ensuring the storefront is fully responsive and high-performing across all devices.

DELIVERABLES

- A fully functional, redesigned e-commerce website.
- Integrated PayPal payment processing system.
- Configured administrative dashboard for manual inventory and discount management.
- Manual shipping tracking interface for internal use.
- Basic training documentation for site updates and order management.

TIMELINE & MILESTONES

The project will be completed over a 6-week period:

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture planning, design mockups, and asset collection.
- Phase 2: Development & Migration (Weeks 3-4): Storefront build-out, product data migration, and PayPal integration.
- Phase 3: Testing & Launch (Weeks 5-6): Quality assurance, user acceptance testing, and final deployment.

PRICING

The total cost for this engagement is \$5,000.

Item	Rate	Hours	Total
Marketing & Digital Strategy Labor	\$125/hr	40	\$5,000
Additional Expenses	\$0	N/A	\$0
Project Total			\$5,000

TERMS & CONDITIONS

Payment Schedule: A deposit of 50% (\$2,500) is due upon execution of this agreement. The remaining 50% (\$2,500) is due upon project completion and site launch.

Intellectual Property: Upon receipt of final payment, SRAS Studios transfers all ownership rights of the website design and configuration to Texas Rattlin' Rig. SRAS Studios retains the right to display the project in professional portfolios.

Confidentiality: Both SRAS Studios and Texas Rattlin' Rig agree to keep all proprietary business information, customer data, and trade secrets confidential throughout and after the duration of the engagement.

Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, Texas Rattlin' Rig will be responsible for payment for all hours worked by SRAS Studios up to the date of termination.