

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 digital presence of Texas Rattlin' Rig through a comprehensive website redesign and e-commerce migration. With over 15 years of experience in Marketing & Digital Strategy, SRAS Studios will deliver a streamlined, professional storefront designed to enhance customer experience and drive conversions. This engagement ensures a seamless transition to a modern platform while maintaining the specific manual backend workflows required for your current operations.

SCOPE OF WORK

SRAS Studios will execute the end-to-end migration and redesign of the Texas Rattlin' Rig e-commerce site. The scope includes:

- Platform Migration: Transferring existing site content, product data, and brand assets to a new digital storefront.
- UI/UX Redesign: Developing a modern, mobile-responsive design that aligns with the Texas Rattlin' Rig brand identity.
- Payment Integration: Configuring a secure checkout process utilizing PayPal as the primary payment processor.
- Backend Configuration: Setting up administrative modules for manual inventory management, manual shipping tracking entry, and discount code application.
- Quality Assurance: Testing across multiple browsers and devices to ensure functional integrity and performance.

DELIVERABLES

- Fully functional, redesigned e-commerce website.
- Integrated PayPal payment gateway.
- Configured backend dashboard for manual inventory and discount management.
- Manual shipping tracking interface.
- Standard SEO implementation for core pages.
- Handover documentation for site management.

TIMELINE & MILESTONES

The project is estimated to be completed over an 8-week period:

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture, wireframing, and design approval.
- Phase 2: Migration & Development (Weeks 3-5): Content migration, frontend development, and storefront configuration.
- Phase 3: Integration & Testing (Weeks 6-7): PayPal integration, manual workflow setup, and rigorous QA testing.
- Phase 4: Deployment & Handover (Week 8): Final site launch and administrative training.

PRICING

The total cost for this engagement is based on a fixed estimate of labor hours. No additional expenses are anticipated for this project.

Item	Rate	Quantity	Total
Professional Services: Marketing & Digital Strategy	\$125/hr	40 Hours	\$5,000
Reimbursable Expenses	\$0	N/A	\$0
TOTAL PROJECT COST			\$5,000

TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$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, all custom design work and website configurations created by SRAS Studios for this project will be the sole property of Texas Rattlin' Rig.
- Confidentiality: SRAS Studios agrees to keep all proprietary business information, customer data, and trade secrets of Texas Rattlin' Rig strictly confidential.
- Termination: Either party may terminate this agreement with 14 days' written notice. In the event of termination, Texas Rattlin' Rig will be responsible for payment for all hours worked up to the date of termination.