

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 Texas Rattlin' Rig for a comprehensive website redesign and e-commerce migration. With over 15 years of experience in Marketing & Digital Strategy, SRAS Studios will deliver a modernized digital storefront optimized for performance, user experience, and streamlined manual backend management. This engagement ensures a professional online presence that aligns with the Texas Rattlin' Rig brand while providing a secure, functional platform for customer transactions.

SCOPE OF WORK

The project encompasses the complete transition of the current Texas Rattlin' Rig online presence to a dedicated digital storefront. The scope includes:

- Platform Migration & Design: Transferring existing content to a new e-commerce platform and implementing a responsive design tailored to the brand's aesthetic.
- E-commerce Configuration: Setting up the digital storefront architecture to handle product listings, categories, and customer checkout flows.
- Payment Integration: Configuring a secure payment gateway to process all transactions through a designated PayPal account.
- Backend Workflow Setup: Establishing administrative protocols for manual inventory management, discount code creation, and shipping tracking.
- Quality Assurance: Testing the end-to-end customer journey, from product selection to payment confirmation, to ensure a frictionless launch.

DELIVERABLES

- A fully functional, redesigned e-commerce website.
- Migrated product catalog and brand assets.
- Integrated PayPal payment processing system.
- Administrative access and backend configuration for manual inventory and discount management.
- Standardized manual workflow documentation for shipping tracking.

TIMELINE & MILESTONES

The total project duration is estimated at 8 weeks.

- Phase 1: Discovery & Design (Weeks 1-2): Audit of current assets, site mapping, and UI/UX design approval.
- Phase 2: Development & Migration (Weeks 3-5): Platform setup, content migration, and product catalog population.
- Phase 3: Integration & Testing (Weeks 6-7): PayPal gateway configuration and comprehensive functional testing.
- Phase 4: Launch & Handover (Week 8): Final site deployment and administrative training for manual backend processes.

PRICING

The total cost for this engagement is a fixed labor fee based on the estimated project hours.

Item	Rate	Hours	Total
Marketing & Digital Strategy Labor	\$125/hr	20	\$2,500
Project Expenses	\$0.00	N/A	\$0
TOTAL PROJECT COST			\$2,500

TERMS & CONDITIONS

- Payment Schedule: A deposit of 50% (\$1,250) is due upon execution of this proposal. The remaining 50% (\$1,250) is due upon project completion and site launch.
- Intellectual Property: Upon receipt of final payment, all rights, titles, and interests in the final website and related digital assets will be owned by Texas Rattlin' Rig. SRAS Studios retains the right to display the work in professional portfolios.
- Confidentiality: SRAS Studios agrees to maintain the confidentiality of all proprietary business information, customer data, and trade secrets provided by Texas Rattlin' Rig during the course of this engagement.
- Termination: Either party may terminate this agreement with 14 days' written notice. In the event of termination, Texas Rattlin' Rig will be invoiced for all hours worked up to the date of termination.