

Consulting Proposal

Sean Ringrose

Prepared for Texas Rattlin' Rig
April 30, 2026

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

Consulting Proposal: Website Redesign & E-commerce Integration

TO: Texas Rattlin' Rig

FROM: Sean Ringrose

DATE: May 15, 2026

1. EXECUTIVE SUMMARY

Sean Ringrose will execute a comprehensive website redesign and e-commerce build-out for Texas Rattlin' Rig to modernize the brand's digital presence and streamline online sales. This engagement provides a professional, responsive storefront featuring integrated PayPal payment processing and automated inventory management to ensure a seamless customer experience.

2. SCOPE OF WORK

The project involves the end-to-end transformation of the Texas Rattlin' Rig digital platform, divided into three primary phases:

- **Design & Mockup Phase:** Development of a visual concept that aligns with the Texas Rattlin' Rig brand. This includes wireframes and high-fidelity mockups for the homepage, product pages, and checkout flow to ensure intuitive navigation and mobile responsiveness.
- **Website Build-Out:** Conversion of approved designs into a functional website. This includes front-end development, SEO optimization for core pages, and the migration of existing content to the new architecture.
- **E-commerce & Inventory Integration:** Configuration of a small-scale digital shop. This includes setting up PayPal as the primary payment gateway and linking the site's inventory management system with PayPal to ensure real-time stock tracking and simplified order fulfillment.

3. DELIVERABLES

- **Design Mockups:** High-fidelity visual prototypes for desktop and mobile layouts.

- Fully Functional Website: A secure, responsive site hosted on the agreed-upon platform.
- E-commerce Module: A configured online shop with product listings and shopping cart functionality.
- PayPal Integration: Fully tested payment gateway and inventory synchronization.
- Handover Documentation: A brief guide on managing inventory and updating product listings.

4. TIMELINE & MILESTONES

The project is scheduled for a 6-week duration, commencing June 1, 2026, and concluding July 13, 2026.

- Week 1-2: Discovery and Design Mockups. *Milestone: Client approval of visual direction.*
- Week 3-4: Site Development and Content Migration. *Milestone: Completion of functional site shell.*
- Week 5: E-commerce Setup and PayPal Integration. *Milestone: Successful test transactions and inventory sync.*
- Week 6: Quality Assurance, Final Revisions, and Launch. *Milestone: Site Go-Live.*

5. PRICING

The total cost for this project is based on an estimated 20 hours of professional labor.

Item	Rate	Quantity	Subtotal
Professional Marketing & Digital Strategy	\$125/hr	20 Hours	\$2,500.00
Project Expenses	\$0.00	N/A	\$0.00
TOTAL PROJECT COST			\$2,500.00

6. TERMS & CONDITIONS

- Payment Schedule: A deposit of 50% (\$1,250) is due upon signing to secure the project start date. 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 design assets will be transferred to Texas Rattlin' Rig. Sean Ringrose retains the right to display the work in a professional portfolio.
- Confidentiality: Sean Ringrose agrees to keep all proprietary business information, customer data, and trade secrets of Texas Rattlin' Rig confidential and will not disclose such information to third parties.
- Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, Texas Rattlin' Rig will be billed for all hours worked up to the date of termination at the rate of \$125/hr.