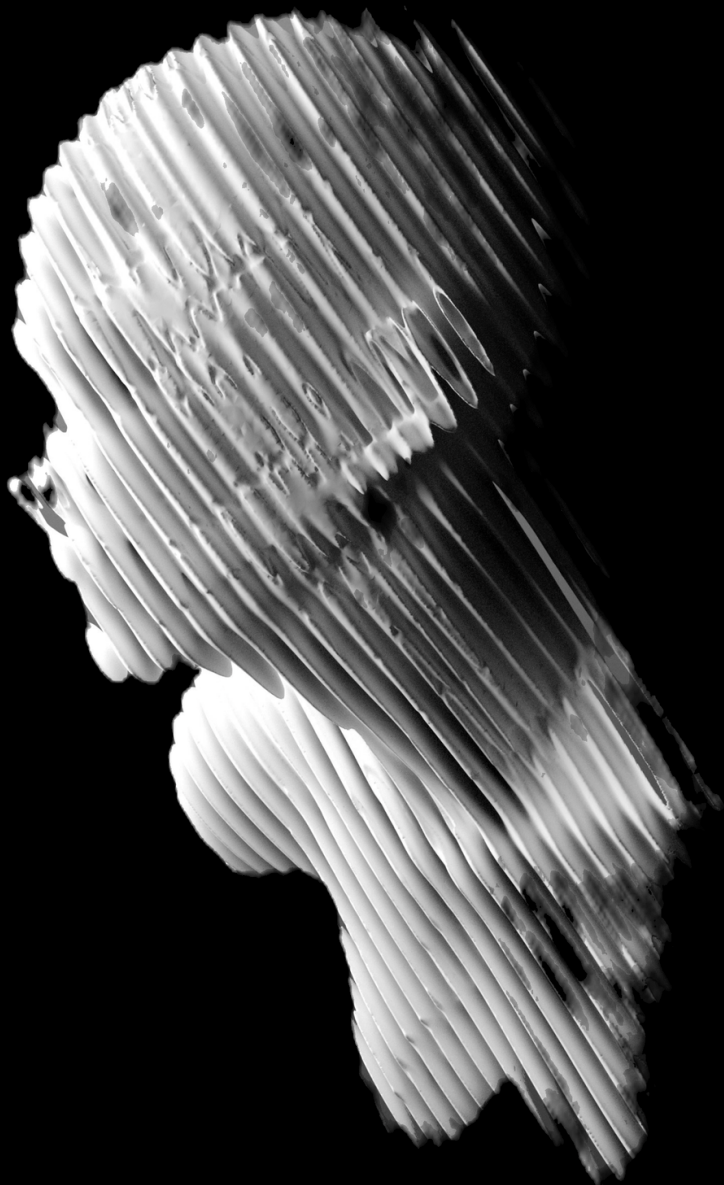




Website Design

STANDARD PACKAGE
HAWTHORNE CONSULTANCY



HAWTHORNE CONSULTANCY

Hawthorne Consultancy



We know the rules... so we know how to break it creatively the right way. Different enough to be new but same enough to be familiar --- that is our motto.

Outsource your web design requirements to us and we will give you more than just a website. We will develop content that sells and branding that sticks, turning your website into a revenue-generating sales platform .

x Elisa

Outsource to us!

We are the experts.
We are Consultants-on-Call.



Unless you are an internet company, website management is not a part of your daily operations and it is best outsourced, both during development stage all the way to its corresponding maintenance. This also gives you a chance to let in a fresh perspective about your business.



Expertise



Cost Savings



Fresh Ideas

Hi, I am Eloisa !

I am your Lead Consultant.



I am a business strategist with more than 20 years of cross-industry experience in financial services, consumer goods, education and healthcare which developed my leadership skills at strategic execution across different types of industry. I have a strong record of driving revenue growth and building brands, making me and my team an asset to companies seeking expertise in product development, marketing & communications and brand management.

My managerial experience in Marketing is backed by a Master's Degree in Business from Ateneo Graduate School of Business and Cum Laude honors from the University of the Philippines, Diliman. I also have a certificate in Corporate Finance from Ateneo CCE.

Click on my [Professional Experience](#) tab to view my CV.

Basic Website Design Package

Content Development

- Copywriting
- Graphics (royalty-free)
- AI generated video inclusive of script (1-3 minutes).

Webpage Design

- Five (5) non-transactional webpages.
- Five to eight (5-8) sections excluding headings.

Website Update, Maintenance and Revisions

- Not inclusive of development fee.
- Optional retainer or per revision charging, if to be maintained by the consultancy.
- Optional full turn-over, with or without training.



PROJECT SCOPE



GENERAL TERMS AND INCLUSIONS/EXCLUSIONS

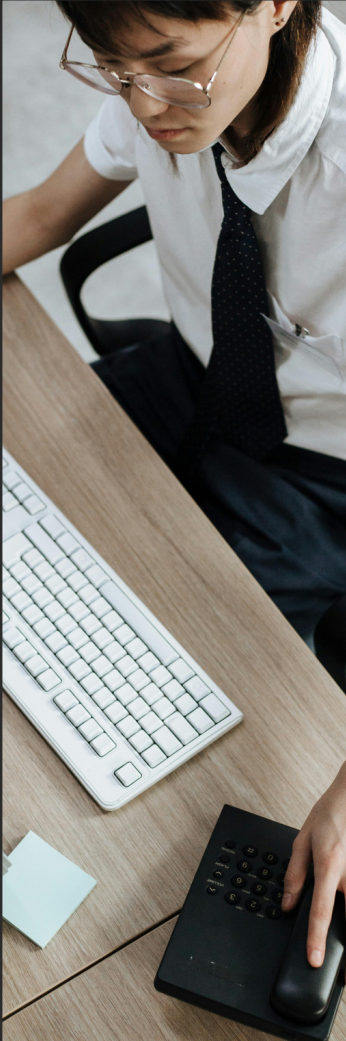
Page Design fees:

- The specifications for a Php5,000 per page website design fee pertains to a non-transactional webpage.
- Locked pages and password protected pages tuck in another Php 3,000 (three thousand pesos) additional fee per locked/password protected page.
- The maximum length of each page has a maximum of 5 to 8 (five to eight) sections excluding headings.

Other optional features:

- A specification requiring member registration (log-in and out) is an additional feature worth Php 10,000 (ten thousand pesos).
- Other desired specifications other than a non-transactional webpage will have to be further negotiated.

PROJECT SCOPE



GENERAL TERMS AND INCLUSIONS/EXCLUSIONS

Website Maintenance, Updates and Revisions:

- You can opt to manage the website yourself once it is finished but only if you have indicated right from the start before the commencement of the project and only if we used your e-mail address for the account profile creation. Once we use Hawthorne's e-mail address to create the profile, we cannot turn over the website account to you for your management.
- If you opt to maintain your own website, we can train you how to update and maintain it but this will involve a training fee of Php 10,000 per eight-hour training day. It is up to you to select the number of training days you require.

PROJECT SCOPE



GENERAL TERMS AND INCLUSIONS/EXCLUSIONS

Website Maintenance, Updates and Revisions:

- There are two (2) fee structures to choose from if you want us to maintain the website for you:

OPTION #1 - Monthly retainer fee of Php 5,000 and we facilitate any changes you want us to do, within scope of a minor revision, not a total website update (i.e. typo and other text changes, image replacements, announcements, etc. but no major design changes like layout or additional sections or functionalities or additional pages. Major design changes will incur additional fees, depending on the manhours involved to effect the change).

OPTION #2 - Charges are variable, depending on the requested revisions and the corresponding manhours involved to effect the changes. But, you do not have to pay us for monthly retainer, we are on-call only.

PROJECT SCOPE



GENERAL TERMS AND INCLUSIONS/EXCLUSIONS

General Terms:

- The website is developed using Wix App.
- Fees do not include the domain name purchase and the annual Wix fee nor the company e-mail. That is charged separately.
- Each additional page adds Php5,000 pesos and a corresponding 20% increase in the base fee of the content development and creative design fees.
- If you intend to have the website managed by Hawthorne, we will use our e-mail in creating the account. If you intend to manage the website yourself, we will use your e-mail address.

Development Fee

Content Development

Php 40,000

*Page Design Fee per Page
(Minimum five Pages)*

**Php 25,000
(Php5,000/page)**

Creative Input Fee

Php 5,000

Admin Fee

Php 10,000

TOTAL

Php 80,000 NET

BUSINESS PROCESS



01 Submission of proposal & quotation.



02 Online meeting for clarifications and expectations setting.



03 Client pays 30% downpayment through deposit to authorized bank account.



04 1st draft submission. Client pays another 25% of total bill one (1) working day after submission.



05 Final draft submission. Client pays another 20% of total bill one (1) working day after submission.



06 Final Submission. Client pays 25% remaining balance payment upon website turnover

LOOK CLOSER.

WE ARE MORE THAN WHAT MEETS THE EYE. WE OFFER MORE. WE ALSO CUSTOMIZE OUR PACKAGES.

Hawthorne Consultancy goes beyond providing services — we deliver solutions that empower businesses to grow steadily through methodical planning and analysis of its unique strengths. We're here to help you navigate challenges, seize opportunities, and turn your vision into results — one strategic step at a time.

Engaging our services is a smart move that will build your brand, improve your operations and enhance your online presence.

Let us walk you through our services and creative process in an exploratory meeting that will open doors you didn't know existed.



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0956-400-1626

OUR SERVICES



01 CORPORATE
TRAININGS



02 SOCIAL MEDIA
MANAGEMENT



03 CUSTOMER
SERVICE



04 MARKET
RESEARCH



05 TALENT-ON-
RETAINER



06 CREATIVE
SERVICES

EXPERTISE & EXCELLENCE

We provide a complete range of marketing services
customizable to your unique business needs.

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NOTICE: All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-only Savings Account Number (3731027071). Payments can be made Over the Counter, via online banking or fund transfer, but it has to be deposited to this bank account only. Cash and/or Cheque payments paid in person will not be accepted, it has to be deposited to the authorized Hawthorne bank account. Payments through other payment channels will not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of our websites because all website payments are disabled. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant and only the Lead Consultant is authorized to sign any contract or issue any receipt in behalf of Hawthorne Consultancy and these contracts are signed only by the Lead Consultant on-site in a face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction in behalf of Hawthorne. This payment rule applies not only to the Hawthorne Consultancy business but also to the following Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, Biblioteque, Maldita Speaks, Power Tutorial. There is only one authorized bank account for all Hawthorne payments for all its brands.

There are only two modifications to this payment rule which is in the case of Power Tutorial and MOD, wherein for these two only the twenty-five percent (25%) downpayment - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the 75% balance payment is paid directly to the tutor (for Power Tutorial) or client (for MOD).

Note that PowerTutorial is a microsite temporarily housed in the Biblioteque domain but Biblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in Biblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. Biblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

This notice is communicated in all Hawthorne materials---website, contracts, e-mails, mobile messages, receipts and all marketing materials such as brochures, letterheads and proposals.

HAWTHORNE CONSULTANCY



Thank you!