













Dukafy- Dukasasa

Project Proposal

Digitize Your Business



Table of Contents

	Introduction	3
	Company Overview	4
	Our Services	5
	Our Approach	7
	Case Studies	8
	Team Expertise	9
	Pricing Options	10
	Project Timeline	11
	Client Onboarding	12
	Contact Us	13

Introduction



Welcome to Dukafy, your premier online platform for all your business needs! We are dedicated to providing business owners with a comprehensive suite of digital services including Web Design, Graphic Design, Content Marketing, and Web Development among others. Our mission is to make your digital journey smooth and rewarding. With just a few clicks, you can explore our wide range of services, place your order, and let our team of experts take care of the rest. Let's grow together!

2025

2+

Years of operations

1

countries of Operation

5+

Happy clients

4

Team Members



Sam Bundi

Ceo/Sales Administrator

Company Overview



About Us

Dukafy is a premier online platform dedicated to empowering businesses with top-notch digital services. Founded with the vision of helping businesses navigate the digital landscape, we offer a comprehensive suite of services including Web Design, Graphic Design, Content Marketing, and Web Development among others.

Mission

Our mission is to empower businesses with innovative digital marketing solutions that drive sustainable growth

Vision

At Dukafy, our vision is to be the leading online platform that empowers businesses to reach their full potential in the digital world. We envision a future where every business, regardless of its size or industry, has access to top-notch digital services that enable it to thrive in an increasingly digital marketplace.

Our Services

Digital Marketing

Digital marketing is a way of promoting and advertising products, services, or brands using digital channels such as websites, social media, email, search engines, and online advertising to reach and engage with a target audience.



Search Engine Optimization (SEO)



Social Media Marketing



Content Marketing



Pay-Per-Click (PPC) Advertising



Email Marketing

Website Design & Development

Dukafy's success hinges on a compelling online presence. Our proposal offers a tailored approach to website design and development. Through strategic planning and innovative design, we'll create a platform that engages visitors and boosts conversions.



Custom Website Design



E-commerce Development



Responsive Web Design



Content Management Systems (CMS)



Web Maintenance & Support

Our Services

Graphic Design

Transforming your ideas into visually compelling stories. Our team of creative experts leverages the power of design to create stunning graphics that resonate with your audience. From logos and branding to infographics and digital media, we provide a comprehensive range of graphic design services to enhance your brand's visibility and impact.



Logo Design



Print Design



Brand Identity



Ad Design

UI/UX Design

rafting intuitive and engaging digital experiences. Our team of design experts focuses on creating user interfaces that are not only visually appealing but also user-friendly. We strive to understand your audience's needs and design experiences that are seamless, interactive, and enjoyable.



User Interface Design



User Experience Design



Usability Testing



Responsive Design

Our Approach



Discovery & Strategy

We begin by researching your industry and audience to create a tailored strategy.

Design & Development



Our creative team crafts visually stunning and user-friendly websites.



Marketing & Promotion

We implement marketing strategies to increase your online visibility.

Monitoring & Optimization



We continually analyze data to refine and optimize our efforts.

Case Studies



 jezkimhardware.dukasasa.co.ke 

Solution

Dukafy team was able to design the website, logo, content marketing and branding. This included keyword optimization, content creation, and technical SEO enhancements.



Challenge

Our client, Jezkim Hardware , a growing hardware store, approached us with several pressing challenges:

Low Online Visibility



The client didn't have their own website and struggled to rank on search engine results pages (SERPs), resulting in limited organic traffic.

Competitive Market



The hardware industry is highly competitive, with established brands dominating search engine rankings.

Declining Sales

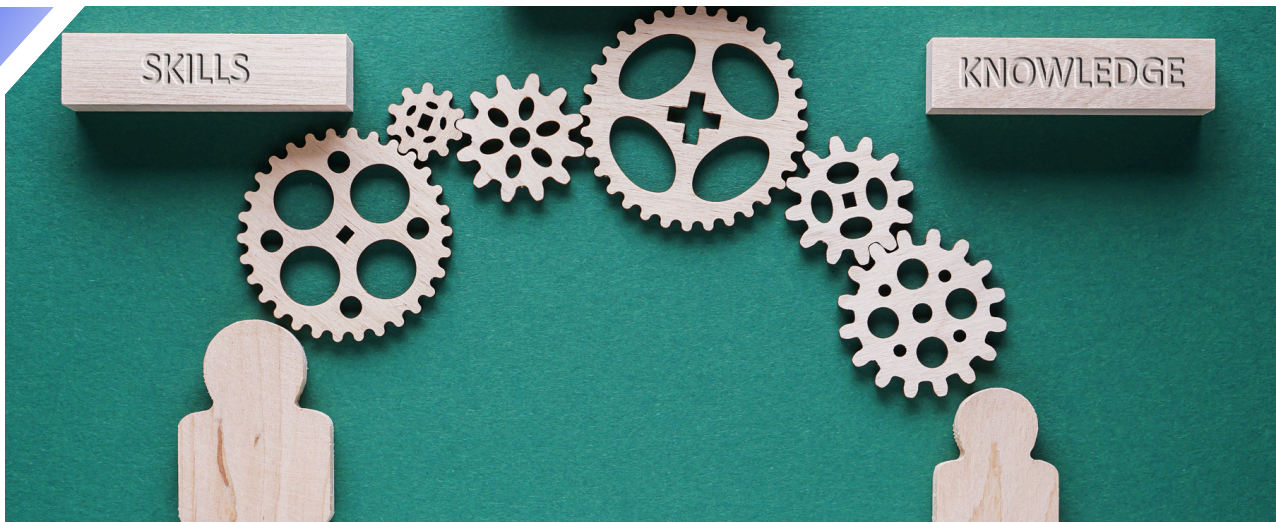


The client was experiencing a steady decline in online sales and revenue due to the lack of visibility.

Outcome

Within a month, our client saw a 150% increase in organic website traffic and a Continued boost in search engine rankings. Their online presence was transformed, leading to a 60% increase in online sales.

Team Expertise



Our team comprises experts in various fields, including graphic/web design, development, SEO, and digital marketing. We bring a wealth of experience and knowledge to every project.

- **Marketing Director**
- **Graphic Designer**
- **SEO Specialist**
- **Interactive Designer**
- **UI/UX Designer**
- **Developer**
- **Content Marketing Specialist**



Pricing Options



Starter Package

Ksh. 999/Month
Ksh. 9,990/Year

- ✓ Graphic Design
- ✓ Web Development and Design
- ✓ Admin Interface and Data Insights
- ✓ Content Marketing
- ✓ Online Shop with Google SEO and ready Checkout



Growth Package

Ksh.2499/Month
Ksh.24,990/Year

- ✓ Everything in Starter Package
- ✓ Growth .co.ke Domain name
- ✓ Cost per click varies based on keywords and competition
- ✓ Keyword research
- ✓ Monthly ad spend budget, plus a management fee.



Premium Package

Ksh.4999/Month
Ksh.49,990/Year

- ✓ Everything in Starter & Growth Package
- ✓ Personalized online projects, like website creation or email campaigns
- ✓ Clear project scope, objectives, and timeline.
- ✓ Premium .com Domain name
- ✓ One-time, upfront cost based on the project's complexity and goals.
- ✓ Milestones and project management throughout the project.

Project Timeline

 **Week 1**



Discovery & Planning

 **Week 2**



Design & Development

 **Week 3**



Marketing & Promotion

 **Week 4**



Monitoring & Optimization

Client Onboarding



1 Initial Consultation

➤ We schedule a meeting to discuss your goals, needs, and expectations.

2 Proposal Presentation

➤ We present our tailored proposal, including pricing and project details.

3 Project Kickoff

➤ Once you approve the proposal, we initiate the project, assigning a dedicated team.

4 Regular Updates

➤ We provide regular progress updates and milestones.

5 Project Completion

➤ Upon project completion, we conduct thorough testing and hand over all deliverables.

6 Ongoing Support

➤ We offer post-launch support and assistance as needed.



Dukafy- Dukasasa



Contact Us



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