



**Media Empire Ghana Ltd.**

# **MEDIA EMPIRE (GH) LIMITED**

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WEBSITE: [www.mediaempireghana.com](http://www.mediaempireghana.com) / [www.entertainmentinghana.com](http://www.entertainmentinghana.com)

6/6/2009

## **WEB DESIGN AND I. T SOLUTIONS**

### **WEB DESIGN AND RESOURCES PROPOSAL**

### **OPEN PROPOSAL**

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## **ABOUT US**

Media Empire Ghana Limited is a multi - media limited company, registered under the Ghana Companies registration code of the Registrar General's Department of the Republic of Ghana on December 17<sup>th</sup> 2007.

## **WHO WE ARE**

We are a huge Empire of Business Solutions made up of efficient service delivery, creative innovations, advance technology utilization and above all optimum customer relation and satisfaction in website designing and I.T solutions.

As a Multi - Media ICT and Web Design Company, our business is to make information accessibility and dissemination easy and affordable through the application of the most advanced technology by our team of I.T experts, Web Designers, experienced writers and content developers.

With our technical know - how, professional experience and advantage in Information Communication Technologies Intelligence, (ICTI) we offer opportunities that put our clients ahead of their competitors through the design of comprehensive standardized websites that sells their products and services to the outside world. The acquisition of your own domain name will prove enough incentives to bring returns on your investment.

## OUR SERVICES

Our services include a basket full of products and services that have been developed by I.T personnel of many years of practicing experience in web design and I.T solutions. We render one of the most reliable, cost effective and professionally customized web design services in the world.

No matter what your needs are, call it web site, high impact graphics or e - mail marketing, etc, you just name it and we will work up to your expectation, giving you a high quality product on time and at an affordable price without compromise. With our intensive knowledge and background experience in conceptualization, dynamic multimedia systems, developments and application, we combine a high quality graphic design techniques with stylish interactive customer friendly website delivery services in the following web / ICT solutions categories.

- E - mail Marketing
- Custom web design
- Flash Animation
- Mobile Advertising: - Sign Up To
- Graphic Design Suite
- Web Affiliations
- 3D / 2D Animations
- Search Engine Optimisation
- Web Marketing Tools
- Mobile Content Integration. (WAP)

Our services are geared towards projecting the positive image of the global business community especially the small to medium - sized businesses and individuals. We are poised to give our clients a focal point of identity on the World Wide Web, (www) especially their online presence.

## WEB DESIGN

With our core of professional web designers, we offer broad based web design services with comprehensive content presentations , that stimulates interest by conveying the most important message about your business, products and services for the benefit of your clients, customers and potential ones who are yet to know about your services.

Our Web Design products range from affordable web site packages (for small businesses) to robust customized e - commerce solutions. You are always assured of quality and professional web design techniques that deliver front - graphic design and clean back - end programming. We deliver up to date technological experience in web technologies such as Flash, Action script, Java Script, HTML, XHTML/CSS, PHP, ASP, NET, Cold Fusion, mySQL and SQL databases.

With combination of creativity, innovation and good business ethics, our clients are ensured of high performance websites every time they call for our services.

Our custom websites starts around US \$ 1,000.00 and takes three to five (3 - 5) weeks to finish. We encourage you to contact us now for solutions to all your website and I.T problems or expectations.

## PACKAGES

At Media Empire Ghana Ltd, the client is our most cherished assets; hence our services are tailored to suit their specific needs through varieties of packages such as:

- The SME package
- The Corporate Organizations package
- The Schools and Educational Institutions incentives package
- Churches and Non Governmental Organizations discounts package.

## Small and Medium Enterprise (SMEs)

Our special package for the growth and opportunity of up and coming small and Medium Size Enterprises allows them to enjoy a 30% discount on all web - designs contracts. Contact us now for this special offer for your company to own its website in [5 weeks]

### **NGO, CHURCHES AND SCHOOLS**

Non Governmental Organisations, churches and schools also enjoy special packages and discounts under the Media Empire's "Schools, NGOs and Churches Support Programme". This package includes design of a comprehensive website for basic educational institutions, such as International or preparatory schools, Second Cycle educational institutions, like senior High Schools and Tertiary schools at the Polytechnic or University levels. It is our desire and corporate responsibility to help these important institutions to take advantage of the magic of the internet to have their own website at a minimum cost. The good news is that, Media Empire Ghana Ltd, by our self will bear 30% of the cost for all NGOs and schools wishing to own their websites.

### **INDIVIDUALS WHO WANT TO HAVE THEIR OWN WEBSITE**

At Media Empire Ghana Ltd, we encourage individuals to explore the vast opportunities derived in the new information communication age. This they can maximize by owing their customized website by contacting us to build to suit their choice and taste.

### **CORPORATE ORGANISATIONS (COs)**

Media Empire Ghana Ltd's corporate organisations' special package includes a 10% discount on all ICT solutions, including new website designs, hosting, management, upgrading, search engine optimization, mobile advertising; sign up - to, e - mail marketing, flash animation, graphic design suits, 3D / 2D Animations, web affiliation services etc.

## **OTHER PRODUCTS & SERVICES THAT WE OFFER**

**FLASH:** This product is customized to the personification of the client's corporate or individual specification or character. It combines robust animation with multimedia content interactivity.

Our flash presentation is an appealing business communication tool that allows business and individuals to present themselves to their audiences and prospective customers in a more effective way.

Our technique allows us to capture the attraction of our audience and pay very much attention to interactivity. This is vividly captured in two forms; namely Interactive and Linear Presentations.

## **WHAT OUR LINEAR PRESENTATION CAN OFFER**

This product has the capacity to encapsulate the essence of the corporate organization by putting forth its corporate ideals, core objectives and competences. It really showcase the crux of the organization with the presentation of captivating animations, interspersed with expertise from our 2D animators and flash designers, viewers interest does not fade off easily, even for a flash of just a second.

## **INTERACTIVE PRESENTATION**

Our interactive presentation gives you an experience of a mesmerizing mélange of audio, visual and interactive elements. It provides the best possible way for one - on - one communication with the target audience, thereby, allowing audience to navigate the course of the presentation. This is guaranteed to keep them enthralled and entertained.

## **2D & 3D ANIMATION**

Our 2D and 3D Animation professionals enable us to provide reliable services in the areas of modeling, character design, motion graphics and compositing. With our expertise in animation techniques, we work to bring life into every aspect of product delivery.

## **WEB ON MOBILE / WAP**

With the application of our Web on Mobile technique, we deliver the website in (wap) enable manner with WAP meaning [wireless application protocol], we design the website that allow people who uses mobile phone which have WML version 1.1 to see your website in a packed manner without the animations and colours but see the website in black and white pages on their mobile phone.

## **CD AND DVD MEDIA**

Optical media discs including CDs, CD business cards, shaped CDs, mini CDs and DVDs can be used to deliver audio and Video Contents.

Media Empire Ghana Ltd utilizes the state of art experiences to author, replicate, and duplicate optical media to our clients' satisfaction. We create powerful multimedia and interactive presentations for CDs using Adobe Director and Adobe Flash and also use Final Cut Pro to edit and work on videos. Other CD projects include Power Point Presentations, website to CD conversions, resource CDs (including software, PDFs, MP3 and other media files.

## **SKILLS & EXPERIENCE**

At Media Empire Ghana Ltd, we blend innovation with skills and experience. This allows us to be a step ahead of our competitors in the industry. We depend largely on talented individuals who have the passion for perfection and precision no matter how challenging the task is. Our strength stem from the fact that we have a culture of competent team that works and ensures that ideas are translated into viable business propositions for the benefit of our clients.

Our store of experienced men and women is ably supported by efficient personnel made of

- Content Systems Management
- Graphic Designers
- 2D & 3D Animations
- Web Designers
- Php, Script, Databases and MySQL
- Software Programmers
- Content Editors
- Client Servicing Executives
- Internet Marketing Gurus

## **INTERLECTUAL PROPERTY CAUTION**

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## **ADDITIONAL FEATURES & SERVICES**

Additional features and services that are tailored to project your corporate image to outside world includes:

- **EMAIL MARKETING SERVICES** - This is one feature of the internet marketing, there are over 2 billion websites on the internet whiles the internet welcomes it 1



billionth user in 2006. This makes it impossible to just design a website and not do any web advert online, and one of the most powerful web marketing tool is email marketing where you send bulk mails by a click to all your customers.

- **BULK MAIL SENDER** - Send bulk mail messages with just a click and design your newsletter using the same programme.
- **EMAIL RETRIEVER** - Retrieve emails as many emails as you want by putting in your parameters and what you want the retriever to retrieve for you. **E.g.** I want to retrieve emails of Ghanaians who live in London between the ages of 24 to 70 years and the retriever will do just that.
- **Bonded Sender Program:** - This is a constant contact reseller tool of Bonded Sender Certification suitable for small and medium size organizations.
- **Custom E - mail Template Design Service:** - Is a service that leaves a lasting impression with custom e - mail templates that uncompromisingly reflects your company's unique brand and style.

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**MEDIA EMPIRE GHANA LIMITED WEB PACKAGES COMES IN TWO (2 CATEGORIES)**

- 1. STANDARD WEBSITE PACKAGES**
- 2. CUSTOMISED PACKAGES**

**STATIC WEBSITE PACKAGES**

**CORPORATE PROLITE: -\$2,000.00**

- ☐ Free Domain
- ☐ Free Disk Space
- ☐ Up to 40 comprehensively designed web pages
- ☐ Up to 200 e - mails

**SEMI CORPORATE PROLITE: - \$1,500.00**

- ☐ Free Domain
- ☐ Free Disk Space
- ☐ Up to 20 comprehensively designed web pages
- ☐ Up to 100 e - mails

**SME's PROLITE: - \$1,200.00**

- ☐ Free Domain
- ☐ Free Disk Space
- ☐ Up to 60 comprehensively designed web pages
- ☐ Up to 20 e - mails

## **SEMI SME's PROLITE: - \$1,000.00**

- Free Domain
- Free Disk Space
- Up to 8 comprehensively designed web pages
- Up to 30 e - mails

## **EDUCATIONSL INSTITUTIONS: - \$800.00**

- Free Domain
- Free Disk Space
- Up to 10 comprehensively designed web pages
- Up to 100 e - mails

## **CONTENT MANAGEMENT FACILITY \$ 4,000.00**

- Free Domain
- Free Disk Space
- Administration Panel
- Add, Edit, Delete Content etc
- CMS manual

**NOTE:** - Pricing on complex CMS website development will be based on an agreed project description.

Domain hosting shall be subject to yearly renewal as follows:

- a) Corporate Prolite = \$350
- b) Semi Corporate Prolite = \$300
- c) SME's = \$250

d) Semi SME Prolite = \$200

All prices are VAT & NHL inclusive.

## WHAT YOU NEED TO KNOW

### DETAILS OF INPUT FOR CUSTOMISED WEBSITE CHARGES

Layout and Prototype your customised web pages.

Domain Hosting and Annual Renewals

**DOMAIN REGISTRATION:** - this is the registration of your web address e.g. [www.mycompany.com](http://www.mycompany.com). You are allowed to choose a name for your domain.

### PROFESSIONALLY DESIGNED WEBSITE

Having a web site is very essential for any organization that wants to be taken seriously in today's environment. This will serve as a portal for presenting your vision both local and the world over.

Websites are a cheaper, more effective way to present your organization or project to the whole wide world. It is time to take advantage of this opportunity. It is important for a website to be attractive, intuitive and yet functional. Benefit from our professionally designed websites that are tailored to reflect your organization's message and image.

### Importance of a website for your organization

- It serves as a portal where people can be informed about your organization.
- Your information can be accessed by anyone anywhere in the world
- Your information is available 24 hours a day, 7 days a week
- It provides a portal to present your organization.
- It gives your organization better recognition and appreciation
- An opportunity to explain your vision or service in detail
- Reach a global market segment
- A place where information on your location and your activities can be accessed.

## This is what is included in this package

Included in this amazing package is

- A captivating and professionally designed Website
- Your own unique Domain name e.g. **www.yourdomain.com etc**
- Detailed **traffic reports** on number of visits to your site daily, monthly etc.
- Create over **5,000 email** addresses; enough for all managers, staff and departments
- Directory listing
- Email system that is compatible with Outlook E•press, Incredimail etc.

## UNIQUE EMAIL ADDRESSES

Providing you with a quantity of e - mail address using your own domain name forms part of all packages. Create your own unique email address that reflects your departments or staff of your organization.

[name@yourcompanydomain.com](mailto:name@yourcompanydomain.com).

## REGISTERED DOMAIN NAME

Choose your own domain name that reflects your business, organization or church. This is the registration of your web address e.g. [www.mycompany.com](http://www.mycompany.com). You are allowed to choose a name for your domain. We register domains for .com .org. edu.net and so on.

## EMAIL TRANSFER TO YOUR PC

Our POP3 & SMTP service delivers your emails directly to your laptop or PC at no

### The Package includes

- A Pro Designed website
- Registered Domain Name
- 10GB Storage Space
- Unique Emails  
[@yourdomain.com](mailto:@yourdomain.com)
- Auto responders
- SMTP & POP3
- Web mail
- Basic Spam Protection
- Internet Directory Listing
- Email Transfer
- Outlook compatible
- Incredimail Compatible
- Traffic Report
- Network and System security

extra charge. Finally! You get to use Outlook and other mail client software to send, receive and manage your emails.

## **WEB MAIL ENABLES SERVICE**

With this service, you can also check, send and receive e - mails from anywhere internet is available.

## **WEBSITE TRAFFIC REPORT**

Receive regular report on the number of visitors to your site free of charge.

## **SEARCH SYSTEMS & E - MAILS**

The search system also helps you to locate any information that other wise would have difficult to access ordinarily.

## **THIS IS WHAT IS INCLUDED IN THIS PACKAGE**

Included in this amazing package is

- A captivating and professionally designed Website
- Your own unique Domain name e.g. **www.yourdomain.com etc**
- Detailed **traffic reports** on number of visits to your site daily, monthly etc.
- Create over **5,000 email** addresses; enough for all managers, staff and departments
- Directory listing

Email system that is compatible with Outlook E•press, Incredimail etc.

## **CONTENT MANAGEMENT SYSTEM**

This facility also known as CMS forms an important part of your web management system. It allows the website to be regularly updated, such as news and pictures to suit current trends. All security apparatus and features necessary for this facility will be provided while somebody from your company would be trained as “Web Administrator” to use the CMS to edit and manage the website. Media Empire Ghana Ltd e•pertise would also be available to help should the need arise.

## **PAGE DEVELOPMENT**

This includes number of pages of the website, pictures and all other materials on demand for professional web page.

## **INTERFACE OPTIMISATION**

This is the linking of your company's website to major search engines like google.com, yahoo.com etc; thereby making it easy for prospecting company's website in any part of the world.

## **THE PHOTO GALLERY**

A gallery of pictures "known as online photo album" is provided to showcase products and services the company is engaged in.

## **ANIMATIONS**

These are moving images and their other information such as logos, banners etc, that goes into the designing of a web page.

## **DATA BASE**

It enables accessibility to database utilisation on members of staff, management associations etc.

## **NEWS COLUMNS**

This is the column for news about the company, its activities as well as the related industry.

## **HIT COUNTERS**

This advanced high tech - allows the company to retrieve data on the exact number of visitors to their website on the day, time, week and moth basis.

## **ONLINE PRESENTATION**

Unique feature of Power Point Presentation of products / services, up coming events etc

## **FORUM /CHART**

This is a platform for instant communication online. It provides opportunity for instant feedback between company employees, management.

## **REGISTRATIONS ONLINE**

This allows institutions to conduct online registration of customers or applicants to minimise cost.

## **ELECTRONIC ORDER FORMS**

Electronically generated forms imbedded for customers to place orders for products from your website on the internet.

## **FEED BACK FORM**

This allows clients to answer questionnaires or make enquiries, post comments or make complaints about the company's products /services.

## **LIBRARY / ARCHIVES**

A facility that allows access to detail information to stored materials for the references and research activities

## **DOWNLOAD PROTOCOL**

This facility is similar to the library menu. It facilitates easy downloads of general information.



## **AUDIO / VIDEO STREAMING**

A live coverage online or pre-recorded coverage of corporate events such as workshops, seminars, end of year dinner, product launching, dinner dance, etc is adequately taken care of by this facility.

## **MEMBER LOG IN FEATURE**

This allows limited access of information from your website by people who are enthused only through the use of ID and Password application.

## **PLEASE NOTE**

Your selection of any of this customised website packages do not have specific price structure, due to variation of customer interest, taste and demand. Subscription to any of the above added features to client's website shall be subject to price negotiation.

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**OUR CORE VALUES**

1. WE WORK HARD FOR FAIR REWARDS
2. WE ARE FAIR AND THOUGHTFUL
3. WE GIVE BEFORE WE GET IN LIFE
4. WE SEEK TO UNDERSTAND THE OTHER PERSON BEFORE NEEDING TO BE UNDERSTOOD OURSELVES
5. WE ARE PROACTIVE NOT REACTIVE
6. WE STRIVE TO LEARN SOMETHING NEW EVERYDAY
7. WE OFFER A CONSTRUCTIVE SOLUTION WHEN WE COMPLAIN
8. WE ARE NOT AFRAID TO MAKE MISTAKES AND LEARN FROM THEM
9. WE CORRECT OUR MISTAKES AND LEARN FROM THEM
10. WE MAKE A COMMITMENT TO OUR WORK AND OURSELVES
11. WE TAKE RESPONSIBILITY FOR POOR RESULTS AND OWN FUTURE
12. WE SET CLEAR GOALS BEFORE BEGINNING A TASK
13. WE CHOOSE TO OVER COMMUNICATE RATHER THAN UNDER COMMUNICATE
14. WE ASK GOOD QUESTIONS OF OURSELVES AND OTHERS TO GET GOOD ANSWERS
15. WE KNOW OUR FUTURE REWARDS AND SUCCESSES ARE DIRECTLY LINK TO ACTION AND COMMITMENT WE MAKE TODAY

## PORTFOLIO

[www.mediaempireghana.com](http://www.mediaempireghana.com)

[www.mychoicefmghana.com](http://www.mychoicefmghana.com)

[www.entertainmentinghana.com](http://www.entertainmentinghana.com)

[www.northernwingtoday.com](http://www.northernwingtoday.com)

[www.ghanaleagueclubs.com](http://www.ghanaleagueclubs.com)

[www.tackieyarboi.com](http://www.tackieyarboi.com)

[www.abundantgracechristiancentre.com](http://www.abundantgracechristiancentre.com)

[www.timewareghana.net](http://www.timewareghana.net)

[www.ghanaloop.com](http://www.ghanaloop.com)

[www.aliveghana.com](http://www.aliveghana.com)

[www.vbcint.com](http://www.vbcint.com)

[www.allafricanyouth.org](http://www.allafricanyouth.org)

[www.vbcint.net](http://www.vbcint.net)

[www.womeninthegap.com](http://www.womeninthegap.com)

[www.victoryonlinestore.com](http://www.victoryonlinestore.com)

[www.cablegoldtv.com](http://www.cablegoldtv.com)

[www.atwimakwanwoma.com](http://www.atwimakwanwoma.com)

[www.travelmatters.com](http://www.travelmatters.com)

[www.od4gh.com](http://www.od4gh.com)

[www.empireentertainmentgh.com](http://www.empireentertainmentgh.com)

[www.pinkpantherhotel.net](http://www.pinkpantherhotel.net)

[www.faceofwisconsin2009.com](http://www.faceofwisconsin2009.com)

[www.blaydinacademy.com](http://www.blaydinacademy.com)

[www.royalpriesthoodschool.com](http://www.royalpriesthoodschool.com)

[www.rogerscoconstruction.com](http://www.rogerscoconstruction.com)

[www.erikanstours.com](http://www.erikanstours.com)

[www.deradectours.com](http://www.deradectours.com)

[www.montecarloghana.com](http://www.montecarloghana.com)

[www.empireentertainmentgh.com](http://www.empireentertainmentgh.com)

[www.kingsfurnituregh.com](http://www.kingsfurnituregh.com)

[www.empireradioschool.com](http://www.empireradioschool.com)

[www.spinalclinicghana.com](http://www.spinalclinicghana.com)

[www.hisupperroom.com](http://www.hisupperroom.com)

[www.actionchapel.com](http://www.actionchapel.com)

[www.duncanwilliamsministry.com](http://www.duncanwilliamsministry.com)

[www.citypublicityghana.com](http://www.citypublicityghana.com)

[www.wisebrainmagazine.com](http://www.wisebrainmagazine.com)

[www.kenteradio.com](http://www.kenteradio.com)