amaize digital

A Digital Growth Company
powered by Credentech

We build end-to-end, revenue-focused marketing ecosystems

WEBSITE PROPOSAL

for Key Motor

Prepared for Janson · November 2026



INTRODUCTION

Hi Janson,

Thank you for considering us to build the Key Motor website for you. We aim to deliver the ultimate experience so you stay ahead of the competition.

The thoughts behind this proposal 3

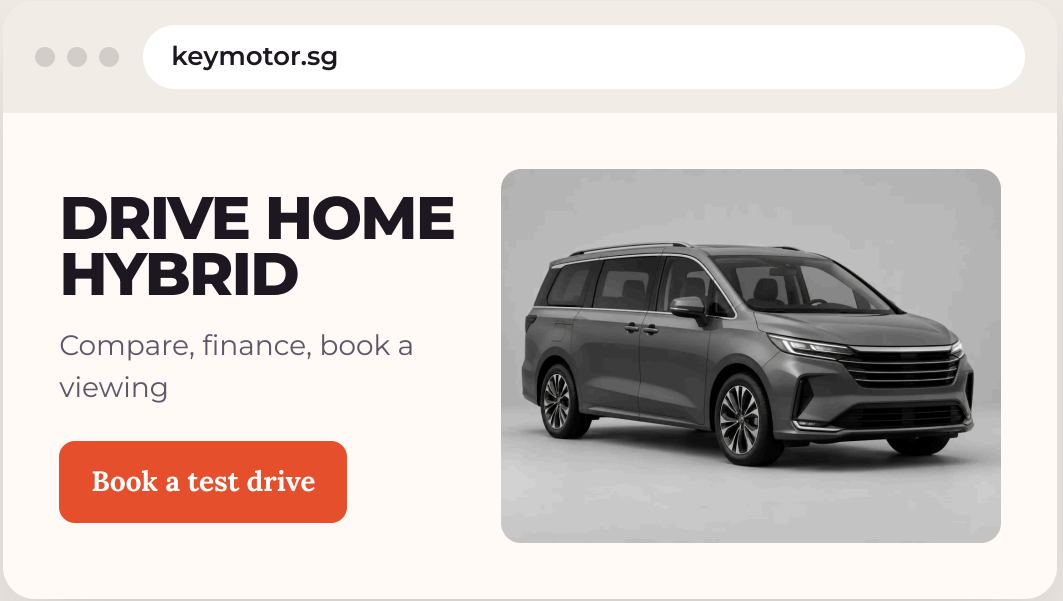
Built for Key Motor 4

What else is possible 5

How we work 7

Optional add-ons 8

What you're getting 9



INTRODUCTION

The thoughts behind this proposal

The market is tough and buyers have plenty of choice. Before we design a single page, we study how your customers browse, compare and decide, so the website does the persuading for you.

1

Make every vehicle worth wanting.

Rich galleries, clear specs and the details buyers look for, all presented so they can picture themselves riding it before they visit.

2

Booking that takes seconds.

A test ride, viewing or enquiry in a few taps, with no long forms.

3

Answers before they ask.

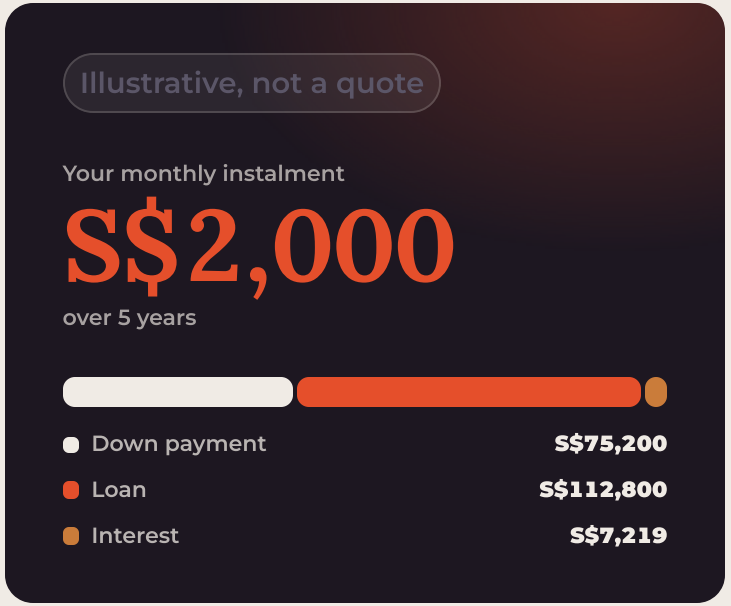
Pricing, financing, trade-in and availability are easy to find, so customers arrive ready to buy.

THREE IDEAS FOR KEYMOTOR.SG



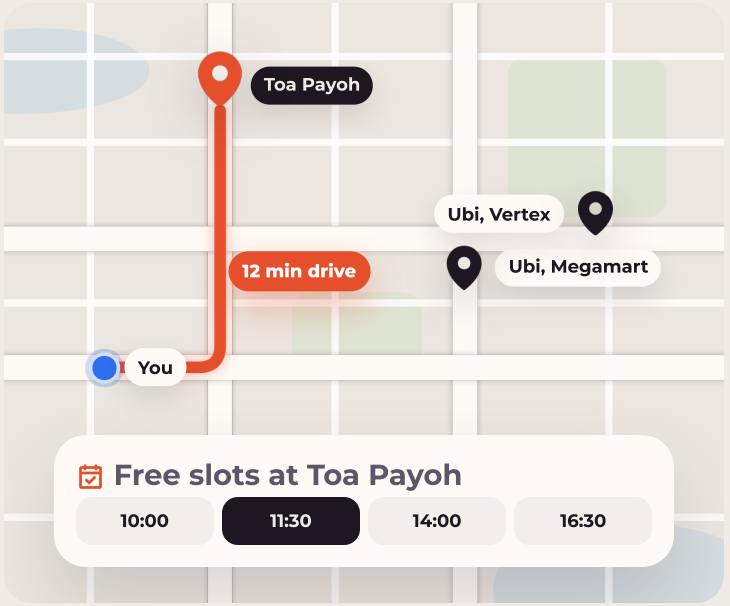
Finding information can be fun

Pick a vehicle and compare **speed, range and economy** at a glance. Research that feels like a test drive.



Budget calculator

A **budget calculator** answers the question before buyers have to ask it.



Showroom appointments

From browsing to **a booked visit** in three taps, with a WhatsApp reminder.

WHAT ELSE IS POSSIBLE



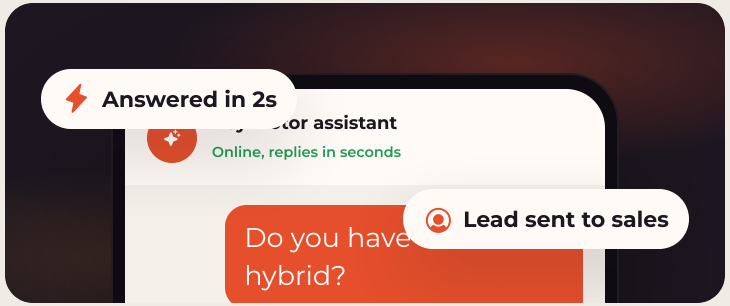
3D model websites

Cars buyers can **turn, zoom and repaint.** No app needed.



Interactive design

Motion that shows visitors **where to look next.**



AI chat

An AI assistant trained on your stock and services, **answering buyers day and night.**

Corporate websites	**Landing pages**	**Portfolios**
Booking sites	**Content hubs**	**Multilingual sites**

Every other website

Not every site needs 3D. **Every site needs to work.**



Support and maintenance

Secure, fast, and **better every month.**



Book a service

Pick a service and a slot, then **pay upfront with Stripe,** Apple Pay or PayNow. No phone tag.

EVERY WEBSITE WE BUILD

In every build

- Responsive on every screen
- SEO-ready structure and metadata
- Fast load times on mobile data
- Analytics and conversion tracking
- Content you can edit without us
- Accessibility basics built in
- SSL, security headers and spam protection

From sign-off to live

3 weeks

To a confirmed design

Strategy, copy and design, with your feedback built in.

4 weeks

From sign-off to live

Tested, launched and handed over, ready to sell.

2 rounds

Of design revisions

Included in every build, so the design is right before we code.

Typical for a landing page or a focused website. Larger builds are scoped with you.

HOW WE WORK

ONE TEAM, FIRST CALL TO LAUNCH

The same people plan, design and build your site, then **keep improving it** with real data after launch.

1

WEEK 1

Discover

Goals, audience, competitors and what the site must sell.

You get: Sitemap and scope

2

WEEK 2

Design

Wireframes, then full designs for desktop and mobile.

You get: Clickable prototype

3

WEEK 3

Build

Development, content entry, integrations and testing.

You get: Staging site to review

4

WEEK 4

Launch

Go-live, redirects, tracking and a handover session.

You get: Live site and training

5

AFTER LAUNCH

Grow

Support, reporting and improvements from real data.

You get: Monthly report

OPTIONAL ADD-ONS THROUGH OUR PARTNERS

BUNDLE

The world's first networked rewards platform.

- ✓ Pool rewards with other brands for prizes bigger than you could fund alone
- ✓ Win and keep customers at a fraction of the cost of discounting
- ✓ Turn every purchase and referral into repeat engagement

joinbundle.com · quoted by the partner

kotozna

Multilingual AI chatbot, trained on your business.

- ✓ Answers visitor questions instantly, 24/7, in 100+ languages
- ✓ Turns website visits into enquiries and bookings
- ✓ Proven in hospitality, built for any customer-facing site

kotozna.com · quoted by the partner

What you're getting

Here are the deliverables and estimated budget.

Key Motor Website — S$8,000

- ✓ Design and development
- ✓ Up to 10 products
- ✓ Mobile-friendly
- ✓ Appointment booking
- ✓ CRM to edit content
- ✓ Basic SEO setup
- ✓ Free 1 month support (non-development)
- ✓ Interactive calculator
- ✓ Analytics dashboard
- ✓ Content hub

Your website will be built on **React**, the technology behind Facebook, Instagram, Netflix and Airbnb.

Prices in SGD, before GST. An estimated budget, not a quote: we confirm scope and price after a call.

Optional add-ons

Lean branding Creative only	**S$5,000**
Full-suite branding Creative + business strategy	**From S$14,000**
Digital marketing support Campaigns, content and reporting	**S$2,400/month**
Website maintenance Updates, security and backups	**From S$500/month**
Multilingual Your site in more than one language	**On request**
Bundle rewards Partner add-on	**Partner quote**
Kotozna AI chatbot Partner add-on	**Partner quote**

READY TO BUILD KEY MOTOR'S NEXT WEBSITE?

What's Next?

1. Meet our Business Consultants to walk through the roadmap in detail and confirm scope against your priorities.
2. We finalize the deliverables based on what matters most to you first.
3. Contract and invoice sent for your review once scope is locked.
4. Engine Kickoff & Day 1 Diagnostics and work begins.

Kathir (65) 8788 7007

Kai Wen (65) 8396 1407

hello@amaizedigital.com

2 Havelock Road #06-01, Havelock2, Singapore 059763