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Prospective Client  
Zain

Dear Sir,

Reference to your request, I am hereby submitting to you a detailed and complete offer regarding the construction of Zain website.

► Objectives:

We are putting forward hereafter for Zain, a web development program that fits the organization's requirements and services. We are planning to give you a professional presence on the Internet by providing the expertise of an entire team of Web and IT experts. We understand your needs and thus will present you with a complete solution. With flair for design and technology we keep your site, storage network, and web-based databases and applications effective.

We will elaborate a solution that will fully manage the flow of data in the information system that will give any user a professional, structured idea of your site and services.

► Apparatus :

Your site will be mainly an informative one and will be rather dynamic than static owing to the nature of your organization, its purpose and usage.

The design will be inspired by the theme of Zain and will reflect its mood.

The implementation of the solution will involve the building of a fully customizable database in the back office which will allow you to do any necessary modifications and updates whenever necessary, this in addition to the informative pages which would give an overview of your organization and history.

Your website will be located under the following domain name:

([www.sa.zain.com](http://www.sa.zain.com)).

Sales@koein.com

+ 961 [3] 763985

+ 961 [1] 482525

+ 961 [1] 482525

9<sup>th</sup> Floor ,Vanlian bldg, Mkaless main street, Lebanon

Our focus will be tackling these points:

- ▶ **Design**

- ▶ **Main Categories**

- **About Zain**

- At a Glance
    - Message from the CEO
    - Corporate Philosophy
    - Strategy
    - Milestones
    - Leadership

- **Investor Relations**

- Latest News
    - Investor Library
    - Corporate Governance
    - Newsletter
    - Contact Investor Relations

- **Latest News**

- **Main Page Features**

- **Announcements**

- **Entertainment Portal**

- **Personal/Business/Broadband/Roaming/Services**

- **Promotions**

- **Sort**

- **Self-Care Integration**

- **Account Information**

- **My Zain**

- **Become a customer**

- Why Zain?
    - Coverage Map
    - Store Locations

- **Customer Support**

- Live Support
    - Downloads
    - Call Back Request
    - Ask your Questions
    - FAQ
    - Help Pages
    - Survey
    - Complaints and Suggestions
    - Refunds

- **Newsletter**

- **Social Network Links**

- **Events Calendar**

- **Media Center**

- Press Releases
- Photo Gallery
- Video Gallery
- Ads
- **Contact**
  - Info
  - Form
- **Print Page**
- **Email Page**
- **Add to Favorites**
- **Careers**
- **Terms & Conditions**
- **Privacy Policy**

▶ **Languages**

▶ **Mobile Version**

▶ **Background Themes**

▶ **Web Statistics**

▶ **Search Engine Optimization.**

▶ **Training and Support.**

▶ **Technology platform**

- System requirements
- Development tools
- Hosting server plan

▶ **Maintenance**

▶ **Development Process**

▶ **Source code ownership**

▶ **Time schedule**

▶ **Rejection or cancellation of the project**

▶ **Content Management System**

▶ **Pricing**

### ► Design

Your website needs a unique and interactive design to fit with the theme of your business. The latest techniques in web development will be used in order to measure up with the image you need to promote.

It will be developed in full HTML incorporating some animation suitable with all browsers and compatible with iphones, ipads, and all kinds of smart phones and interfaces (you can check [www.mtv.com.lb](http://www.mtv.com.lb) or [www.kataeb.com](http://www.kataeb.com) for an example of such development)

Using the CMS, the website is fully controlled by the administrator and gets a high rank in the search engines' lists.

The category bar will always be present on each page to simplify the navigation of the site.

The website will be developed in English and Arabic.

### ► Main Categories

#### ➤ About Zain

##### ▪ At a Glance

An overview of Zain will be displayed allowing all your users to have a general idea of your company, its development and where it stands today. The content of this section will be mostly textual. The content can be added, edited, and deleted from the Content Management System by the administrator.

##### ▪ Message from the CEO

The chairman's message and picture will be displayed in this section. Users will be able to learn more about the chairman and his thoughts on the Zain. The message and picture can be modified from the CMS.

##### ▪ Corporate Philosophy

The philosophy and nature of work achieved at Zain will be revealed in this section in order to relay the proper message to the users. The content of this section can be updated using the CMS.

- Strategy

The strategy employed by Zain will be displayed in this section and can be updated through the CMS.

- Milestones

A dynamic timeframe featuring Zain's major achievements will be displayed in this section. Upon clicking on the Year, the full story description with a picture will be featured where users will have a clear idea about Zain's evolution and successful projects till present. This section can be updated using the content management system.

- Leadership

- Corporate Governance

Information on the impact of Zain on society and communities will be presented in this section, the core values will be also equipped with a slideshow photos for a better revelation of Zain input. The contribution of Zain and its social responsibility towards the welfare of the community members will be displayed in this section. The content of this section (including text and pictures) can be updated using the CMS

- Board of Directors

The CV's of Zain board members will be available in this section of the site. Each board member will have his/her name, job title and brief description displayed along with a picture. The administrator can update this section using the CMS.

- Executive Team

The management team of Zain will be displayed in this section. Each team member will have his name, job title and brief description displayed along with a picture and a view CV button. The content can be added, edited, and deleted from the CMS.

- Board Structure

This section will include Zain organizational chart. The chart will be displayed in the form of an image and the administrator will be able to add, edit, and delete the image from the CMS

➤ Investor Relations

- Latest News

Latest news regarding Zain Investor Relations will be in this section of the website. The main headlines within the news section will be featured chronologically; each topic will be displayed as per title, date and brief description. Upon clicking on the news link or picture, users will be able to access the full article.

News that you have previously published and are deemed old to be categorized as “Latest News” will be stored in a separate section of your website. The user will be able to go through an extensive news database archived by date. This section can be updated using the content management system.

- Investor Library

- Calendar

The investors’ calendar will similar to the Website’s events calendar yet it will be displaying all investor relations upcoming events and happenings.

- Financial reports

This section will entail spreadsheets. A yearly timeline will be displayed so the user can view the reports of Zain. The investor can download the report as PDF in order to get all the information. The administrator has the capacity to add, edit, and delete titles, and PDF file.

- Presentations

This section will include essential details and financial presentations. The user can find illustrative graphs, tables in jpegs or pdf forms in order to have accurate information on your turnover, financial performance etc. Users will be also able to check the statistics for previous years using a timeline module to navigate within different years.

Categories of various statistics will be enabled with title and brief description on what it contains. The user can download any statistical reports in order to get all the information. The administrator has the capacity to add, edit, and delete titles, description and upload the different tables.

- Analyst Coverage

The Analyst Coverage will contain a paragraph and a dynamic table whereby the institutions and reports' titles along with the dates and period will be displayed within the table including all detailed information that can be added to each table. A "view more" button will be available within each event whereupon clicking users will be able to check all its specifications in a pdf format.

- Investor Glossary

All terms and vocabulary required for users' understanding of Zain type of business terms will be listed in this section with their definition. A search by keyword will be equipped in this section for users to allocate a word, term or phrase in a quick and efficient manner. A browsing by the alphabets will also be also enabled. All word can be added, edited, and deleted from the CMS.

- Corporate Governance

Zain corporate Governance will be also featured in this section of the website.

- Newsletter

From this section, users will be able to subscribe to Zain Investor relations newsletter.

- Contact Investor Relations

The contact info, location and email addresses of Zain Investor Relations will be displayed in this section of the site.

➤ Latest News

Latest news and events regarding Zain will be scrolling on the main page of the site. Upon clicking on the news headlines the visitor will be redirected to the specific section in the news category where full text, pictures, articles and/or videos will be displayed. The main headlines will be featured on the website's main banner; the main banner can have 10 tabs displayed within it. By default, the latest news will be configured to play automatically, additionally, each tab can be clicked on by the user so that its

picture along with a brief description will be enabled whereby users can navigate through 10 main headlines on the homepage banner.

News that you have previously published and are deemed old to be categorized as “Latest News” will be stored in a separate section of your website. The user will be able to go through an extensive news database archived by date. The user can go through the news sequentially. This section can be updated using the content management system.

The news can be integrated with major social media links such as Facebook and Twitter allowing users to share the news onto online social networks.

### ➤ Main Page Features

A unique and special navigation for all the website’s categories will be available on the main page of the website. The features’ display will be fully dynamic and laid out in a way depending on the screen resolution. The main categories will be featured as per thumbnail picture and title such as: Events, Special Promotion, Latest Offers, Audio & video etc. Moreover the administrator can feature other banners on the home page including special offers and latest news in a way that grabs users’ attention. Upon clicking on any banner the visitor will be redirected to the featured section’s main category.

Through the CMS, the administrator can monitor each banner’s placement by assigning it to specific members, specific pages in addition to setting the period to be published.

### ➤ Announcements

All announcements that Zain wants to share with all its users will be displayed in this section. Each announcement will include a title, date and brief description with a “read more” button, whereby the user will be directed to details on the announcement. The most recent announcements will be scrolling on the homepage.

### ➤ Entertainment Portal

A link to the Zain Entertainment portal will be integrated within Zain website, whereupon clicking on its banner or title, users will be redirected to the website. The entertainment portal banner that could be displayed within the main website page can feature:

- Picture
- Textual Banner
- Flash Banner
- Audio File (which can be directly streamed online)
- Video File (which can be directly streamed online)



Through the CMS, the administrator will be able to update the content of the banner.

### ➤ Personal/Business/Broadband/Roaming/Services

Five separate sections will be available on the main category of the website: Personal and Business. Each containing its own set of services and packages. The administrator can add the packages and services from the CMS and assign them to a particular category. The packages will be contained as follows:

- Personal
  - Prepaid
  - Postpaid
  - Promotions
  - ...
- Business
  - Zain Business
  - Zain Business Offers
  - Zain Business Solutions
  - We Customize
  - ...
- Broadband
  - Broadband for Computers
  - Broadband for Handsets
  - Broadband for Corporate
  - Broadband Devices
  - ....
- Roaming
  - Zain Outbound Roaming
  - Visiting Saudi Arabia
  - Roaming Abroad
  - ...
- Services
  - Voice Services
  - SMS Services

- MMS Services
- Data Services
- ...

For full access on the structure, design and information of this section Koein will give the administrator of Zain the option to make a separate sub page for each category with 3 possible levels of hierarchical categorization and will create a singular template that can accommodate the entire content of the above solutions. Each category will include its own set of information equipped with a link to the platform to purchase online.

This template will be defined as follows and will include the below information for each service:

- o Picture & Text

A description on the service, the product required and specifications. This text will define from the CMs by the administrator for each service.

- o Packages

Each service can have its own set of packages. Packages will include information such as capacity, time validity and price. Each entry in the package will be equipped with a “get now” button (linked to the E-commerce website). The user will be able to sign in and purchase the package.

Integration with Zain e-commerce database will be devised. Accordingly, the user’s purchase of a package will communicate with the database of Zain to issue a valid serial number. As a result, the serial number will be communicated to the user in order to resume the purchase of the solution.

Once logging in, and upon clients picking their package, the serial numbers will be retrieved from a Zain internal system through web service so that after full payment, users will then receive their serial number via email.

- Package Comparison

Package comparison section allows the user to compare the packages’ features and price. The administrator can specify multiple number of package to compare using the CMS. Users will can choose the packages by ticking the available checkbox and eventually click on the compare button so that all differences and or similarities would then be revealed.

- Package selection

Users who are uncertain of which package to buy, can fill out a form with various fields. Each of the main categories will have a drop down menu for the user to select a value that applies to him or her. 10 questions related to the available packages will be available in a user generated way. Subsequently, once the user selects the values and submits the form, a result page will display the recommended packages along with a link to their related pages. The administrator will be able assign each predefined answer to a set of packages.

- User Guides & Manuals

A manual for each service will be equipped for each of the services. Each entry will include “download manual” button. The PDF manual can be modified form the CMS.

- Check Call Rates

Dynamic table module will feature different outgoing call rates of Saudi Arabia. The user will be able to select the designated country from a drop down menu. This will define the price call from Saudi Arabia to the other, upon selecting the country, all of the following rates will be revealed

- Rates Database

In this section, the administrator will have an option to upload the rates of all the countries in a form of predefined excel sheet. This solution will facilitate the rates insertion without having to solely add each country of origin multifariously in the CMS according to its operators, special call hours, code etc. in addition to adding per contra the destination place, its regions, operators and special hours’ rates.

- Download Catalogue

Another option will be available for users, whereby upon country of origin’s selection, the related catalogue which holds all the rates to different countries along with its conditions will be enabled to download.

All the available catalogues will be stored in the Catalogues database and using the CMS, the administrator will be able to add or delete any catalogues.

### ➤ Promotions

All Zain offers & other constant promotions offered will be displayed on the main page of the website.

Banners for the different offers each holding a thumbnail picture or flash banner, title and brief description will be available. Upon clicking on the banner, the user will be directed to the offer's full page where all the information will be revealed.

#### ▪ Offer's page

A compilation of all the offers will be stored in this section of the website and displayed chronologically as per thumbnail pictures and titles, one template will be created for all offers; whereupon selecting any offer the below information will be revealed:

- Picture
- Offer's Title
- Type
- Description (Conditions & benefits)
- Video/Audio: Each offer can hold a video or audio files (Ad, demonstration etc.). Whereby upon clicking on the video's link, users will be able to stream it online.

Additionally, using a filtering option having all the fields (up to 3 fields) available simultaneously, users can have the option to access each selection of offers solely. Upon selecting any fields the offers display will be updated accordingly.

**Moreover, from the CMS, the administrator can publish the offers to be brought out on the main page of the website or within the pages of the website's different sections.**

### ➤ Sort

A side menu will be featured on the main page which will allow the user to view services, products and packages available within each category as per the following filtrations:

**Latest:** By default, the latest entries will be published chronologically.

**Top Viewed:** the most viewed services/products and packages will be also listed in a descending order along with the number of "views" so that visitors will have an idea about its magnitude. This will be possible through a counter from the CMS which will keep track of the number of times an

article has been viewed. Using the CMS, the administrator will be also able to arrange and update the ranking of any articles according to his/her preferences.

**Most liked/Tweeted:** the most liked or tweeted entries will be listed in a descending order. The listing will reveal the most liked to the least liked (and most rated to the least rated). This is an essential feature to view the most liked entries in an easy manner.

### Ranking Updates:

**All of the criteria will be automatically updated whenever comments and recommendations are added by members without the administrator's manual configuration of sorting entries.**

**Using the CMS, the administrator will be also able to arrange and update the ranking of all the entries according to his/her preferences.**

#### ➤ Self-Care

This section will be a link on Zain website which allows registered members to check their last bill, balance and credit.

The aforementioned information will be retrieved from a Zain internal system.

#### ➤ Account Information

In this section, the administrator will be able to insert textual information for the following sub sections:

- About My Account
- How to Register
- Renew Subscription

Each set of information for each of the aforementioned sub sections will help the user understand the features and functionalities that will be able upon being an active member on Zain website.

### ➤ My Zain

In this section your website users will register by filling in a profile form containing all his personal and professional information, the information entered will be contained in an organized and searchable database. The members' username and password will be sent by email.

The login module will be accessed on your website allowing registered users to login in and access restricted features on your website.

Registered users on your website will be members given access to by the administrator and will be responsible to fill out mandatory fields. And upon completion a username and password will be assigned to the user and mailed to his/her email.

Registered users will be by default logged on. They will be identified by cookies left on their machines. As soon as they launch your website they are identified and automatically logged in.

Members' account can be enabled with the following features:

- Profile Creation:
  - Country of Residence
  - City
  - Title
  - First Name
  - Last Name
  - Date of Birth
  - Occupation
  - Email
  - Password
  - Password confirmation
- **DISCLAIMER:** Prior to submitting registration, users will go through a disclaimer page stating that users agree to Zain access policy and to the rules governing the use of the website.
- **CAPTCHA Integration (human check):** prompts a response from users in order to validate that an action is performed by human and is not computer generated. (ex: Typing letters or digits from a distorted image)
- **Activate Account by E-mail:** newly registered member must click on a link sent to their email to activate their account
- **Password Reminder:** allows users to retrieve their passwords by email or by answering a verifiable question.

Once logging in, users will be redirected to Zain Self-care portal where integration with the portal will be devised. Accordingly, the user's registration will communicate with the self-care through xml files to activate its account and access all the below features.

- Profile Details (Edit Personal Details: allows users to edit their personal information and update any details including password, personal information etc).
- PUK Retrieval
- My Package
- My Services:
- Credit Limit
- Bill Summary
- Usage Details
- Increase your limits
- Invoice & Payments
- Online Payment
- Notifications
- Messaging center
- Quick Links
- View your balance
- View your voice calls history

### ➤ Become a customer

- Why Zain?

Reasons for users to opt Zain services will be displayed in this section; it will include mostly textual information that can be modified from the CMS.

- Coverage Map

A map will be listed in this section displaying various key points for the user to view coverage check of Zain. All regions in Saudi Arabia will be clearly highlighted on the map. Accordingly, when the user selected a region, a pop up window will appear for the user to select city, district, street or landmark. Another option would have the user insert latitude and longitude information.

- Store Locations

Store locations will be displayed in this section. Using filters, the user will be able to select a region, then state, and accordingly get a list of Zain's store locations. The list will include the store's name, the address and a link

to view on Google map. The content for each entry can be modified from the CMS and the administrator can assign each entry to a region and state as well as create and edit regions and states.

### ➤ Customer Support

- Live Support

For full live support, a customized live chat will be specially developed for your website where users will be able to contact directly the consultants at your company for any required information concerning further sales support with an ability to send an email when no one is available for sale support.

- Downloads

A PDF format of the products' catalogues, brochures and technical sheets will be available in this section where users will be able to download and print the product's info.

- Call Back Request

For a direct contact with the sales, technicians, or maintenance, the user can request a call upon clicking on the icon. Users will have to fill in required details and submit it where it will be directly delivered to one of your team's email. All requests will be stored in the CMS.

- Ask your Questions

A special section will be created on the main page where visitors can address any question to Zain responsible. Previous questions with their replies will all be published online in the FAQ section. This section can be updated using the CMS.

- FAQ

List of frequently asked questions with their answers will be displayed in this section of the website. The administrator can add, edit or delete any question and answer using the CMS.

- Survey

Surveys are very important to have your users get proactive on your website and involved. The interactivity between what you want to provide



to your users and the opportunity to have your users say what they think can only serve as a positive outcome. Surveys in this case will help you improve your website by listening to what your users think.

You can update a survey once in a while. The administrator will list questions which he/she can add from the CMS as well as multiple choice answers. The users will be able to select one of the answers for each question and upon completion submit the form which will be received by the administrator via email.

A “View Results” button underneath the survey will allow the user to view the majority of the votes on each question.

- All previous surveys can be viewed in this section of the website. The date of the posted survey will also be available in order for the users to discern the timeframe to which the survey belongs too. From the archives the user can view the survey questions and the results.

- Help Pages

This section will include help pages that contain guide instruction in textual format that will assist users in common hiccups experienced by customers. These textual pages will be in the form of articles. Titles of articles will be displayed as a list and the user will view the entire content of the article once clicked on the title. The articles can be clustered under categories for user to allocate information in a quick and efficient manners as well as a search by keyword engine in order to look up information. Hit results will be displayed according to the searched keyword(s).

- Complaints and Suggestions

For user’s feedback, complaints and suggestions an online form will be created for registered users to fill our various fields as well as select values from drop downs in order to specify the nature of their contact with Zain (such as complaint, suggestions, etc). The form will be received by the administrator via email and will be able to respond to the user by sending him/her an email.

- Refunds

In this section the registered user will be able to fill out a form request refund for purchased services or any setbacks experience by the customer. The form will be received by the administrator in email and will be stored in the CMS of the website for follow up.

### ➤ Newsletter

Sending Email newsletter keeps your website visitors up-to-date about your special announcement, latest news, events and information. In order to have such an important element with an efficient system, the following features have to be programmed:

- **Newsletter Subscription Form:** allows browsers to subscribe to your newsletter through the “Join our newsletter” form
- **Verified Opt In:** prompts users who joined your newsletter to verify their subscription by clicking on a web link sent to their email addresses (this ensures that the registered users emails are valid)
- **Customized Templates:** Koein will provide (upon request) a predefined design templates combining automatically generated content and/or content that can be edited by the administrator [per template]\*
- **Targeted newsletters:** you can send newsletters to a specific group of subscribers by filtering users by age, interests, gender,
- **Newsletter Unsubscribe System:** allows users to opt out of receiving your newsletter

### ➤ Social Network Links

Across all the pages of your website various links to your group, fan page, account, video channel etc on social networks such as Facebook, Twitter, LinkedIn, youtube etc will be linked. The user will be able to click on the icon of the social network and immediately the web page will open on a separate page for users to join in. The administrator will be able add, edit, and delete the logo of the network and the link as well.

### ➤ Events Calendar

A dynamic and lively calendar will be accessed from the homepage of your website. The events will incorporate different colors, icons and fonts in order to accentuate and have the users discern between different events (Internal events, External events, coming soon) as per interest as well as the nature of the event, place etc... On the calendar, all event's information will

be briefed by icons (which upon roll over, the user will be able to read its indication). The user can access the event's sub page from the title of the event whereby complete and detailed information on the event are displayed such as:

- Event title
- Date of Event
- Description
- Send to a Friend
- Photos and description (for previous events, this will be linked to the events' section)
- Share on social networks (facebook, Twitter, LinkedIn etc)
- Like Event

Using a filtering option, users will be able to sort out the desired events according to their interests such as searching the events by topic, by date, by category, or keyword (auto fill and meta tags options will be added for each keyword to narrow down the margin of error and make the search way easier).

An additional option will be added in this section whereby all events' information and happenings can be retrieved through xml files to be displayed within the calendar.

### ➤ Media Center

- Press Releases

This section will refer to all the press releases that you issue to various media outlets. It will include mostly textual information that are usually dispatched to journalists for publications. It will list the thumbnail pictures, title and date of the press release and upon clicking on it, a PDF file will open otherwise, the actual text of the press release will be displayed. This section can be updated using the CMS.

- Photo Gallery

A big selection of photo albums will be displayed in this part of the website as per thumbnails giving the visitor a detailed idea about Zain, the administrator can divide the Photo Gallery into subcategories each pertaining to a different division. Upon clicking on each category, all the photos pertaining to it will be laid out as per thumbnails, whereupon clicking on each picture; a bigger version will be displayed.

Additionally, Using a filtering option including all matching fields of search available simultaneously, users will be able to sort out the desired photos according to their interests such as searching the photos by name, by date, by category, or keyword (auto fill options will be added for each

keyword to narrow down the margin of error and make the search way easier).

The administrator can:

- Add albums and a representative picture.
- Add, edit, and delete classifications.
- Add pictures under each album
- Add or delete pictures.

- Video Gallery

Koein's video player is enabled with two different ways to play videos, either .flv or "YouTube URL".

If the administrator chooses to upload the videos directly to the website, all the videos must be in an .flv format. Otherwise, the administrator will be able to upload videos to "YouTube", copy and paste the link in the CMS so it can be displayed on the website. Once the user plays the video, the player will retrieve the data and process it from "YouTube" directly on the website. This method will facilitate the administrator's task, without the hassle of converting the new videos into the .flv format. As a result, the users will not be abusing the data transfer bandwidth of the hosting plan; consequently the administrator will not be using the website's hosting storage.

Using a filtering option including all matching fields of search available simultaneously, users will be able to sort out the desired videos according to their interests such as searching the videos by name, by date, by category, or keyword (auto fill options will be added for each keyword to narrow down the margin of error and make the search way easier).

- Ads

In this section the administrator can choose to display different promotional advertisements. The section will accommodate images and videos that the administrator can insert from the CMS. By specifying the type of file inserted (whether image or video) the entry will be displayed accordingly on the website.

The administrator can choose to select two entries from the Media Center (Press releases, videos photo album or advertisements) to feature on the home page.

➤ Contact

- Info

Will refer to Zain' phone/fax number, address, and e-mails.

- Form

A contact box will be available for the clients to submit their questions and fill their contact addresses.

➤ Print Page

The print icon will be available across all the pages of the website. It will allow the user to print any informative page.

➤ Email Page

User will be able to email any page of the website to a friend. The user will insert his/her name and email and the recipient's name and email and a link will be sent to the latter via email in order to check out the desired page.

➤ Add to Favorites

The favorite icon will be displayed across all the pages of your website. The user will be able to add a desired page as a favorite in their browser.

➤ Careers

Each user will be able to browse the vacant positions by job type as well as other filters (career level, location etc) and upon submitting the preference the user will be view a list of the corresponding vacancies

- Job title
- Job description
- Minimum requirements
- "Apply" button

The "Apply" button will contain an application form whereby users will fill out all necessary information in order for the user to submit his eligibility for the vacancy. The user can also upload a PDF version of his resume.

Using the content management system the administrator will be able to:

- Add, edit or delete vacant positions and assign them to specific filters.
- Post any job vacancy available and the ability to add as many jobs as you want.
- All the applied CVs can be reviewed using the back office, where the administrator will have an option to filter the applicants' CVs depending on several criteria such as country, gender, age, experience etc.

### ➤ Terms & Conditions

All legal information concerning Zain in addition to the site rights & terms of use website will be featured in this section.

### ➤ Privacy Policy

Policies relating to the privacy of your users while visiting or browsing your site will be contained in this section. This text is vital as it exempts you from the responsibility of any aspects that you carry out and which might not appeal to all your users. It will also keep your users informed on which information relating to them can be used and which are kept in strictest confidence. This section can be modified from the CMS.

### ▶ Languages

The website will be developed in English and Arabic.

#### **The below option will be quoted Separately upon client's request:**

Additionally, A Multi-language module can be implemented within the CMS to integrate any Latin Language on the website. The administrator will be able to add the additional languages needed through the CMS and the content will be updated accordingly. Note however that this module has a design restriction of only accommodating web fonts.

The website content will be available for all the countries yet with different languages. By default Zain in KSA will be launched in Arabic language by default and English as an option. Yet if user accesses the website from any other countries, the system will indicate the user's IP and accordingly display the available standard language as assigned by the CMS.

### ▶ Mobile Version

Koein will design and implement a simplified mobile version that will be complementary to the website and compatible with iphones, ipads, and all kinds of smart phones and interfaces.

The mobile version will include the below sections:

- About Us
- Personal
- Business
- Broadband
- Roaming
- Services
- My Account
- Promotions
- Contact

### ▶ Background Themes

Koein will be able to design and implement four backgrounds themes for the homepage of the website in order to promote events, launching of products, special occasions etc. Any request for additional background design and implementation will be charged at a later stage.

### ▶ Web Statistics

Once the website is online, using Google Analytics Software, you can track the number of visitors to your website including information such as number of visitors, hits, page views, bandwidth used, understand how your visitors arrive at your site, which search engine sent them, which keywords did they use to search, what browsers did they use, visitor demographics and other information.

Koein will provide Zain monthly analytic report and keyword performance reviews according to web analytics.

### ▶ Search Engine Optimization.

In order to optimize the benefit of a website it is very essential that a proper marketing campaign is launched. Koein's marketing services team is prepared to help you at any and all stages of your marketing strategy, from creative design, content creation and promotion development to campaign

structuring, analytic assessment and strategic consultation.

Ultimately, Koein helps you continuously revise and refine your marketing campaigns so as to generate the most responsive customers, most attractive campaigns and the most impact results.

1. On-site optimization (enabled throughout the website development phase)
  - Choose and apply keywords to site
  - Add a customized 404 error page
  - Submit xml sitemap
  - Use alt tags for images
  - Create unique, accurate, mean full page titles
  - Place site map to all pages in the footer area
  - Place useful text on the home page and bold important keywords in site content
  - Use headers h1 and h2
  - Use meta tags
  - URL rewriting (as mentioned above in the CMS section)
  - Use hidden Div on the main page
  
2. off-site optimization (a quotation will be drawn upon fill strategy development and keywords have been chosen)
  - Submit website to major business directories
  - Submit website to major search engines
  - Wikipedia entry
  - Submit website to social networking and bookmarking websites
  - Add social widgets

Subsequently, using our services, you can:

- Tailor applications to enhance performance
- Expedite your campaign development, deployment and refinement timelines
- Leverage the expertise of our email and viral marketing specialists

Search engines registration.

Our search engine optimization services include creating specially optimized pages designed to rank highly in the search engines. Each of our optimization programs includes a specific performance guarantee. We also offer the option of hand tuning your existing web pages in order to rank higher in specific search engines.

- Creating and submitting optimized pages for the major search engines
- Hand tuning existing pages on your website to score higher in the search engines
- Optimization and submission of your site to the major Web



directories

- Placing your site in the major pay per click search engines
- Recommending and implementing other traffic building strategies

Since the web is a dynamic medium and search engines constantly change how they rank pages, we provide optional ongoing maintenance. Pages that perform well today may not perform at all next month. At your request, we will monitor your results and fine-tune your pages as necessary in order to maintain and improve your rankings.

We also provide you with monthly reports showing you where your site are listed in each of the directories and search engines and for which key-phrases.

### ▶ Training and Support.

A full management updates and support documentation will be created for the solution. Training sessions will be conducted to the different site administration staff and parties involved in the management of the websites.

The training program will be conducted to familiarize the webmasters and the editors with the various management-related issues:

- Site structure
- Users Interface
- Solution components management
- Pages templates

#### **Pre-requisites for the trainees:**

- Computer and Internet literate
- Familiar with MS Office applications (Word)

Training will be conducted by a consultant from Koein in a 2 day assignment (location to be determined at a later stage) for up to 4 users from the website's administration. The detailed training program and estimation will depend on the number of people in the team and their web and computer knowledge and background.

#### ▪ Support

A full support 24/7 will be provided by Koein Team including:

- Repair of accessibility problems
- Receipt of calls from an appointed contact person(s) at the ZAIN
- Free technical support hot-line: 8am to 7pm
- 6 days a week support for the supplied applications
- For each reported issue, an incidence report should be documented and ZAIN should receive a copy as per the approved modification control procedure

- For each reported fault of the site, an Incident report should be documented and a hard or soft copy sent to ZAIN. The incident report should include the date, time and description of the fault, as well as the remedial actions taken along with the date and time of the final resolution.

. Our support director and Hotline number are:

Mr. Bob Elia, Support Department

Email: [support@koein.com](mailto:support@koein.com)

Tel: 00961-1-489494

Mob: 00961-70-690067

Fax: 00961-1-482525

### ▶ Technology Platform

#### ▶ System Requirements

As it has been explained in our CMS section, minimum requirement is needed to update your website. Our CMS runs as a web solution. It requires internet explorer 7.0 or newer.

#### ▶ Developments Tools

During our design and implementation, we use many software and technique to deliver your web solution. Here is a list of software used:

- Macromedia Fire works, for design layout
- Macromedia Flash, for flash programming
- Macromedia Dream weaver, for Design, Flash, HTML, and programming integration

Your website will be build using HTML, advanced JavaScript, ASP.net 4.0, WML, and SQL programming. These programming technique are interrelated and used together to deliver our solution.

### ▶ Maintenance

➤ Our Maintenance contract includes:

- ▶ Periodic and/or regular website content updating of information such as new features added or deleted regularly, news updates, new links to add, fresh content, etc.
- ▶ Creation of new web pages within existing site
- ▶ Formatting and posting of content images
- ▶ Creation of basic online forms using AutoForms tool (does not include complex forms or payment transactions)

► What's new tool setup for news, calendar of events, etc.  
Repair of accessibility problems

➤ Services not included under the maintenance contract:

- Site design, graphic design, navigation design, header/icon/logo design, and other design services beyond routine maintenance. Those services may be requested separately (at additional charge) and must be placed into Koein's design department project queue.
- Programming, database development, application development. Programming services may be requested separately (at additional charge) and must be placed into Koein's programming project queue.

➤ Terms of service:

- Scheduling Requests: Requests for routine services under this agreement should be made 48 hours in advance whenever possible. Requests made less than 24 hours in advance will be considered Rush Requests and Koein cannot guarantee that staff will be available to provide services at the time requested.
- Approval of Changes: When possible, changes to the group's site will be posted under a test filename or directory and a URL will be sent to the agency to review the changes. If necessary, changes will be made directly to the live site, and the group will be asked to review the changes immediately. It is the responsibility of the group to review changes in a timely manner and ensure that the changes are correct.
- Providing Site Content: All web page content must be provided by the group in a usable electronic format (Word, Rich Text Format, Excel, CSV), with a clear indication of where it should be placed on the site/page. Content should be in final format when sent. Content may be sent as attachments to email (preferred), or on CD.
- Submission of Requests: We will only accept requests from the contact person designated on the maintenance agreement unless otherwise instructed. Please let us know if you would like to permit submission of requests by additional contacts at your agency. With each request, please provide the desired completion date.

### ► Development Process

- Contract Signing.
- Creative brief questionnaire will be sent to be filled by ZAIN
- Planning: A brainstorming session will be held between the representatives of ZAIN and the Koein team. (The project manager, the creative director and the development director).

- After the meeting with the client the project enters the production process:
  - The concept is created as a joint effort between the creative director and web designers according to the guidelines set with the client.
  - The client receives sketches of the design of the website and approves the animation and the navigation of the portal.
  - The first design is presented to the client 3 weeks after the materials collection.
    - The Creative team keeps on re-iterating until the design is approved by the client.
- Once the Client approves the design concept, the project enters the implementation phase.
- The implementation starts with a senior meeting in the production department.
- The project manager sits with the web and multimedia directors and sets the implementation tasks and technologies to be used.
- The implementation technologies and the standards are derived from the knowledge data base or the research department.
- The production is divided into smaller implementation tasks. The tasks are assigned depending on their nature either to web or multimedia developers
- The project is assembled in small modules under supervision of the Media or Web director. The modules are combined together into the beta version
- Beta version is approved by the Project manager and then released for approval by the client
- The support department receives the beta version and populates it with the appropriate information.
- The content is either provided by the client or created by the copywriter.
- The support department makes sure the content is in accordance with the design.
- The support department offers the client training for the CMS, email managing, and statistics.
- The support department continues to service the client after the project is delivered.

### ► Source Code Ownership

Until full payment has been made, Koein retains ownership of all source codes, and copyrights.

The client assumes full ownership rights on the source code and the copyrights upon payment for completed project.

Koein retains personal rights to use the completed project and any preliminary designs for the purpose of design competitions, future publications on design, educational purposes and the marketing of Koein's business. Where applicable the client will be given any necessary credit for usage of the project elements.

### ► Time Schedule

- **Main concept** to be delivered **10 working days** after **signature and materials delivery**
- **Subpages design** to be delivered **20 working days** after **main concept approval and full materials delivery**
- Website **HTML version** to be delivered **30 working days** after **full subpages design approval**
- **Full website and CMS implementation** will be delivered **35 working days** after **HTML version approval**
- Prior to launching the website, a **testing period of 10 working days** is required

#### English Language:

- **Main concept and full subpages design conversion** to English language will be delivered **5 working days** after the approval on (Arabic language) subpages and full materials delivery.
- Website English **HTML version** to be delivered **20 working days** after **full subpages design approval**
- **Full English website and CMS implementation** will be delivered **20 working days** after the **HTML version approval**.

#### Notes:

- **7 working days** required for a new concept to be submitted in case the first draft wasn't approved
- **5 working days** required for updates on main concept if direction approved by client
- **Minimum of 5 working days** required for updates on subpages design (depending on feedback and comments provided)
- The **HTML version and full website & CMS implementation** delivery dates are subject to change due to current projects load or unexpected events. The client will be notified of any change in

- schedule 7 working days before delivery
- Any delay in the completion of the project due to actions or negligence of client, or external forces beyond the control of the designer, shall entitle Koein s.a.r.l to extend the completion/delivery date, upon notifying the client, by the time equivalent to the period of such delay.

▶ **The Team.**

➤ **Project Management & Major Players**

**Overviews**

The project coordination will be made mainly between a project manager representing Koein and a representative from the client.

Coordination will be based on a master document containing a fully detailed outline and text description of the project. Koein will create this document as soon as it receives the client's approval. The modifications and additions made by either party on the solution should be specified on this document. The document will be passed away by e-mail between the client and Koein each time a modification is made on it.

The client will provide Media and copy material, such as specific photos and charts, in digital format either by email or CD.

Communication will be done preferably in writing through:

- E-mail, fax or regular mail
- Phone calls from the client if judged necessary
- Meetings with client if judged necessary by both parties.

➤ **Team Key Persons**

**1 Project Manager: Nagib Abdel Nour**

**-Date of Birth:** 22 September 1979

**-Educational Background:**

- **2002 - 2004 Lebanese American University in Jbeil**  
Master of Science in Computer Science
- **1998 - 2002 Lebanese American University in Jbeil**  
Bachelor of Science in Computer Science
- **1997 Notre Dame de Jamhour**

Baccalaureate II, Elementary Mathematics

**-Work Experience:**

○ **1999 – Present Project Manager**

Cofounder of Koein sarl in 1999. Ever Since I was involved in more than 110 projects varying from web solutions to software solutions.

**-Professional Skills:**

○ **Programs Language:**

- SQL (advanced level)
- JAVA (Advanced Level)
- C (Advanced Level)
- C++ (Advanced Level)
- Assembly Language (Advanced Level)
- ASP (Advanced Level)
- JSP (Advanced Level)
- ASP.NET (Advanced Level)

○ **Softwares:**

- Macromedia Dreamweaver MX (Advanced Level)
- Macromedia Fireworks MX (Advanced Level)
- Macromedia Flash MX (Advanced Level)
- Adobe Illustrator 10 (intermediate Level)
- Adobe Photoshop 6 (intermediate Level)
- Microsoft Access (Advanced Level)
- MS SQL Server Enterprise Manager

**2 Creative Director: Walid Wannous**

**-Date of Birth:** January 18, 1980

**-Educational Background:**

- **2004 / American University of Technology (AUT)**  
Faculty of Art & Design, Halate, Lebanon
- **SCIENTIFIC LEBANESE BACCALAUREATE**  
1998 /College Mariste Champville, Deek el Mehdi, Lebanon

**-Work Experience:**

- 1999 - Until Today Creative Director, and associate in Koein sarl ”(New Media Design Agency)
  - Founded www.koein.com and worked as head web designer, and today as creative director
  - Worked on more than 150 web and interactive projects and around 50 print projects.
- 2005 - Until Today Instructor of multimedia courses at ALBA University
  - 2D animation (macromedia flash )
  - Website Design and publishing (macromedia Dreamweaver )
  - Ergonomics & Design for the screen

**-Professional Skills:**

- Very good knowledge of visual communication, user experience and design basics.
- Good at leading, inspiring designers.
- Excellent understanding of the web technical aspects.
- Experienced in online and off-line 2D interactive applications.
- Excellent knowledge of print software and process.
- Expert in 2d flash Animation
- Expert in html integration and online usability
- Excellent use of the following software
  - Adobe Photoshop, Illustrator, Indesign
  - Macromedia Flash,Dreamweaver,Fireworks
  - Quark Xpress
- Experienced in Media programming and code integration(asp, Javascript,actionscript)

**3 Development Team Leader: Tony Samia**

**-Date of Birth:** August 17, 1982

**-Educational Background:**

- **Fall 2004 :** **Lebanese University - Fanar**  
Master in Computer Science.



### -Work Experience:

- **2004 - Until Today Development Team Leader and Web Developer Director in Koein sarl**

Tony has been in the interactive industry for 6years, working across a variety of projects from e-commerce sites, branded portal sites, to highly interactive Flash consumer experiences with complex technical implementations. Tony joined Koein in May 2004. As Web Projects Director with his attention to details, Tony ensures that koein's clients receive the best experience for their interactive needs.

- **Programs Language:**

- SQL (advanced level)
- JAVA (Advanced Level)
- C (Advanced Level)
- C++ (Advanced Level)
- Assembly Language (Advanced Level)
- ASP (Advanced Level)
- JSP (Advanced Level)
- ASP.NET (Advanced Level)

- **Softwares:**

- Macromedia Dreamweaver MX (Advanced Level)
- Macromedia Fireworks MX (Advanced Level)
- Macromedia Flash MX (Advanced Level)
- Adobe Illustrator 10 (intermediate Level)
- Adobe Photoshop 6 (intermediate Level)
- Microsoft Access (Advanced Level)
- MS SQL Server Enterprise Manager

### The production line team will be composed of:

- **Art Director**
- **Web architecture designer**
- **3 web developers involved in the process of Zain website creation**

▶ **Rejection or cancellation of the project**

The client shall not unreasonably withhold acceptance of, or payment for, the project. If, prior to completion of the project, the client observes any nonconformance with the design plan, Koein s.a.r.l must be promptly notified, allowing for necessary corrections. Rejection of the completed project or cancellation during its execution will result in forfeiture of deposit and the possible billing for all additional labor or expenses to date. All elements of the project must then be returned to Koein s.a.r.l. Any usage by the client of those design elements will result in appropriate legal action. Client shall bear all costs, expenses, and reasonable attorney's fees in any action brought to recover payment under this contract.