



# Proposal for RedeFin Capital Website (Laravel + Vue.js)

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**Project Title:** Full-Stack CMS Website for RedeFin Capital

**Date:** 5 May 2025

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## 1. Executive Summary

This project proposes the development of a fast, scalable corporate website for **RedeFin Capital**, powered by a Laravel backend, Vue.js frontend (SPA), and a custom CMS. The focus is on showcasing RedeFin's three verticals — **Nextep**, **Kedge Research**, and **Moonshot** — in a modern, secure, and high-performance platform.

The tech stack ensures long-term scalability, secure data handling, and full CMS control, making it ideal for a high-growth financial advisory firm benchmarking itself against CBRE, JLL, Colliers, and Knight Frank.

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## 2. Website Scope – 6 Frontend Pages

- **Home** - Hero, Nextep/Kedge/Moonshot highlights, CTA
  - **About Us** - Company story, leadership, mission
  - **Nextep** - Investment banking services
  - **Kedge** - Research & analytics vertical
  - **Moonshot** - Innovation vertical
  - **Contact Us** - Contact form, WhatsApp, map, contact info
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### 3. CMS (Admin Panel) Modules

- Dashboard Overview
  - Page Manager – Editable sections
  - Services Manager (Nextep)
  - Research Manager (Kedge Insights)
  - Blog Manager (Optional)
  - Media Library
  - SEO Controls – Meta, OG, sitemap
  - Contact Form Viewer
  - Roles & Permissions (Admin, Editor)
  - Settings – Logo, contact, social media
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### 4. Codebase Architecture

- **Backend** – Laravel 10+
  - Modular MVC with RESTful APIs
  - Laravel Sanctum auth
  - File management via Filesystem
  - Secure input validation
- **Frontend** – Vue.js 3 (SPA)
  - Vue Router, Pinia for state
  - Dynamic components





- Lazy loading, transitions
  - Axios integration
  - **Database - MySQL**
    - Indexed schema
    - Foreign key constraints
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## 5. Technical Features

- Fully responsive (Tailwind CSS)
  - Admin control for all sections
  - Image compression & lazy loading
  - Contact forms with CAPTCHA
  - SEO-optimized dynamic routes
  - Admin email alerts
  - CSRF & route-level security
  - Git-based code versioning
  - Google Analytics integration
  - Optional blog setup
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## 6. Optional Monthly Maintenance Plans

Feature	Basic ₹17K/mo	Standard ₹27K/mo	Premium ₹37K/mo
CMS/Website Support	✓	✓	✓
Code Maintenance & Security Patches	Monthly	Bi-weekly	Weekly
Content Changes (Images/Text)	4/month	8/month	Unlimited
Blog Updates (Client Content)	✗	✓	✓
Image Optimization	✓	✓	✓
Hosting, SSL, Server Checks	✓	✓	✓
Uptime Monitoring	✓	✓	✓
SEO Monitoring & Reporting	✗	Basic	Advanced
WhatsApp/Email Support	Basic	Priority	VIP
Backup Monitoring	Monthly	Bi-weekly	Weekly
Emergency Fixes	✗	✓	✓
Page Speed Monitoring	✗	✓	✓
Plugin/Dependency Version Upgrades	✗	✓	✓
Vulnerability Scans	✗	✓	✓
Mobile Responsiveness Audit	✗	✓	✓
Custom Script/Tracking Updates	✗	✓	✓
Quarterly UX Review Reports	✗	✓	✓
Basic Analytics Interpretation	✗	✓	✓



## 7. Project Timeline

Phase	Duration
UI/UX Alignment (via Figma)	1 Week
Backend Development (Laravel)	3 Weeks
Frontend SPA (Vue.js)	2 Weeks
CMS & Admin Setup	2 Weeks
QA & UAT	1.5 Weeks
Final Deployment	1 Week
<b>Total Duration</b>	<b>~3 Months</b>

## 8. Pricing (INR ₹)

Item	Amount †
Laravel + Vue.js Website + CMS (6 Pages)	₹75,000
GST @18% (if applicable)	₹13,500
<b>Total (Including GST)</b>	<b>₹88,500</b>

*50% advance payment required to begin development.*

## 9. Why Laravel + Vue.js Over WordPress?

Feature	Laravel + Vue.js	WordPress
Performance	High-performance SPA	Plugin-heavy
Security	Backend controlled	Frequent plugin issues





Flexibility	100% custom architecture	Limited by themes
Scalability	API-first, modular	Hard to scale
Frontend Control	Full control, animations	Page builder dependent
Developer Freedom	Clean Git workflows	Shared codebase

## 10. Conclusion

**This solution will equip RedeFin Capital with a world-class digital presence — a premium, enterprise-grade website engineered for performance, scalability, and trust.**

You'll receive:

- A **fully customized, CMS-driven platform** that gives your team complete control over content, media, and messaging — without needing technical skills.
- A **lightning-fast frontend experience**, optimized for both user engagement and Core Web Vitals, ensuring seamless navigation and minimal load times across all devices.
- A **hardened, secure backend** built with best-in-class frameworks and security practices, ready to support regulatory compliance, future integrations, and business expansion.

**Positioned alongside the industry's most elite investment advisory brands**, your new site will be an asset for growth, client confidence, and long-term digital excellence.

