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WEBSITE PROPOSAL

# Century Pacific Food Solutions

A new website to fuel the journey from inspiration to purchase.

# We've worked together before.

## Let's do it again, better.

In 2021, we built [centurypacificfoodservice.com](https://centurypacificfoodservice.com) as a Shopify browsing-only site. It served its purpose during the pandemic, but the brief has evolved.

Now CPFS is rebranding to Food Solutions. You want one unified platform that takes Food Service operators from inspiration to purchase. We're here to build it.

01

### We know your stack

We built the current Shopify site.

02

### We know your brand

Three years of context already in our heads.

03

### We're ready to scale up

Lean, fast, modern. No more page builder bloat.

# What you told us you need

01

## Content + commerce

Unified platform that supports the full FS operator journey, from inspiration to purchase.

02

## Site speed first

New architecture must not compromise performance. Site speed is non-negotiable.

03

## SEO + conversion

Strategic capability, not just execution. Built for findability and action.

04

## Partnership model

An agency to build and manage. All assets provided by CPFS, executed by us.

# Lean, fast, and built to last

We're stripping out what slowed the old site down and replacing it with a leaner stack that puts speed, structure, and editability first.

01

## Pure Shopify, custom Liquid

We're dropping the page builder. Custom-coded sections mean less bloat, faster pages, and full control over how everything looks and behaves.

02

## Structured content, properly built

Recipes and products live as structured data using Shopify's native metaobjects. Clean, searchable, SEO-ready. No HTML hacks.

03

## Your team edits, design stays locked

Marketing controls content, banners, recipes, and products. Layout and design are protected at the theme level. You get autonomy, we keep quality.

# Content control, without the chaos

Your team gets full control over content. Design and structure stay locked to protect performance and brand consistency.

## YOUR TEAM CONTROLS

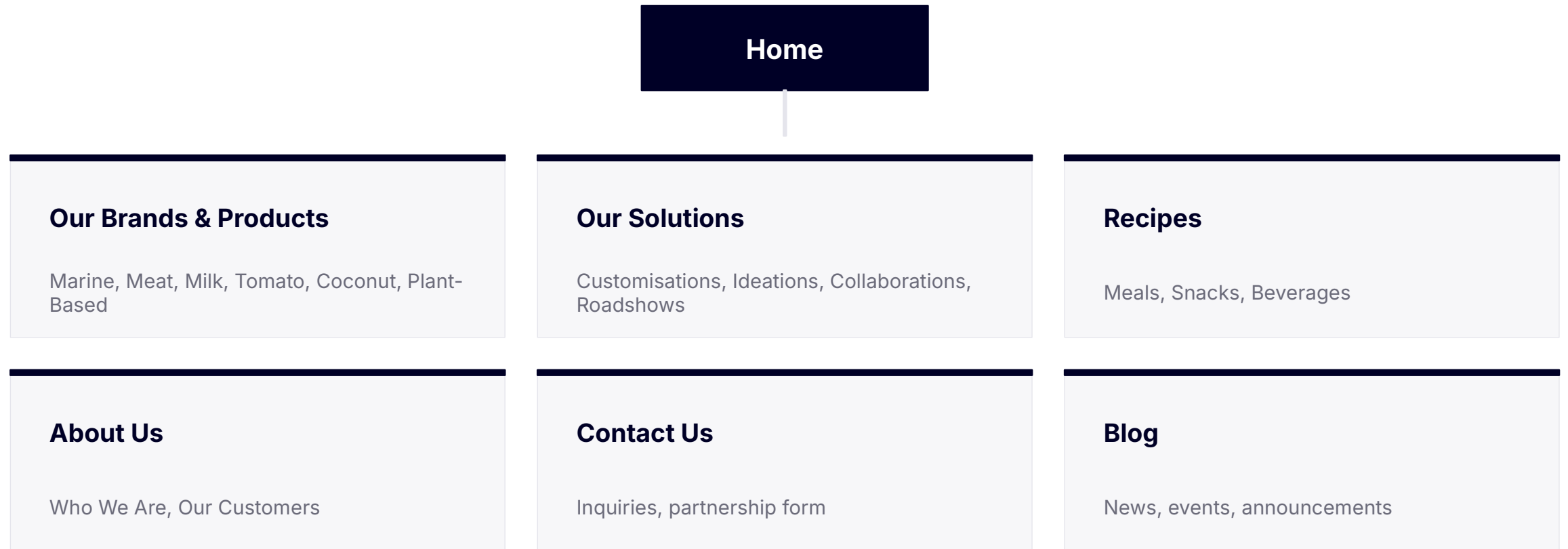
- Recipes (full content, images, ingredients, procedures)
- Product info (descriptions, images, case config, allergens)
- Homepage banners, hero images, featured items
- Blog posts for news, events, announcements
- Page text (About Us, Contact, Solutions)
- Navigation menu items
- SEO meta titles and descriptions

## LOCKED AT THEME LEVEL

- Page layouts and section structure
- Brand colours, fonts, and spacing
- Code, Liquid templates, and CSS
- Custom HTML or scripts in pages
- Section order on the homepage
- Header and footer structure
- Theme-level configuration

# How the site is structured

Following the sitemap from your brief, with each section purpose-built for its job in the funnel.



# Home, Product, Recipe

These three templates do 80% of the work. Here's what each will do.

## Home

The first impression and the funnel entry. Hero, brand showcase, featured recipes, solutions hub, latest products.

- Hero with rotating banners
- Brand & product spotlight
- Featured recipes module
- Solutions hub callout
- Latest news block

## Product (PDP)

Lean and optimised. Built around case config, yield, dilution, and shelf life. Designed for FS operators making procurement decisions.

- Product name and images
- Short description
- Case config, yield, dilution
- Shelf life and allergens
- Suggested recipes link

## Recipe

Content-rich, structured for SEO via Schema.org markup. Linked to the CPFS products that make the dish work.

- Dish name and hero shot
- Ingredients (structured)
- Procedures (structured)
- Featured CPFS SKUs
- Related recipes

# What's in the build

## Discovery & IA

- Stakeholder kick-off and content audit
- Sitemap and wireframes sign-off
- Redirect mapping from old domain

## Design

- UI design for Home, Product, Recipe
- Desktop and mobile layouts
- Design system documentation

## Build

- Shopify base theme + custom Liquid
- Recipe metaobjects setup
- Product catalogue with custom metafields
- B2B-friendly cart and checkout

## SEO & Performance

- Schema.org markup for products and recipes
- Core Web Vitals optimisation
- 301 redirects from old site
- Sitemap and robots.txt

## Migration & Launch

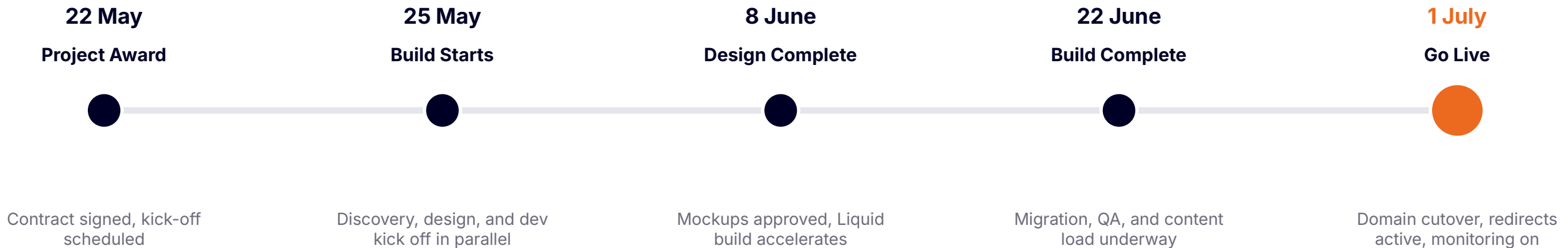
- Recipe and product migration
- Cross-browser and mobile QA
- Analytics and GTM setup
- Domain cutover and go-live

## Training & Handover

- Loom video walkthroughs
- Quick reference guide
- Staff account setup and permissions

# Five weeks from award to live

Mapped against your dates, with clear milestones and dependencies flagged.



## Assumptions

Assets (product photos, recipe images, copy) ready by 25 May. Approval cycles within 48 hours. Content sign-off from CPFS by 20 June.

# Itemised one-time build cost

Line Item	Description	Cost (PHP)
Discovery & IA	Sitemap, wireframes, redirect mapping, content audit	30,000
UI Design	Home, Product, Recipe + design system. Desktop and mobile.	65,000
Theme Development	Shopify base theme + custom Liquid sections, fully responsive	130,000
Content Setup	Recipe metaobjects, product metafields, blog setup	55,000
Ecom & B2B Config	Cart, checkout, payments, shipping zones	30,000
SEO & Performance	Schema markup, Core Web Vitals, redirects, sitemap	35,000
Migration, QA & Launch	Content migration, cross-browser testing, analytics, go-live	30,000
Training & Handover	Loom walkthroughs, quick reference guide, staff setup	25,000
<b>TOTAL BUILD</b>	<i>One-time investment, fully itemised, inclusive of all build work above</i>	<b>PHP 400,000</b>

# Management and subscriptions

## WEBSITE MANAGEMENT / OPTIONAL

# PHP 20,000

per month / add-on

### What's included

- Performance monitoring and optimisation
- Theme updates and Shopify version bumps
- Security patches and backups
- Up to 4 hours of content edits per month
- Monthly analytics report
- SEO health check and recommendations

## PAID SUBSCRIPTIONS

What you're already paying for, and what's coming off the bill

Shopify Grow Plan	Existing	KEEP
Shogun Page Builder	USD 39/mo	DROP
Domain renewals (3)	~PHP 5k/yr	KEEP
Recipe / metaobjects	FREE	NATIVE
SEO app (optional)	USD 10-30/mo	OPT

*The management retainer is optional. You can take it on, or just engage us per-task. Dropping Shogun also saves ~PHP 27k/year.*

# You've already worked with us.

## Here's what's different this time.

**01**

### Existing relationship

We built your current site. We know the codebase, your team, and your products. No ramp-up time.

**02**

### Content + commerce experience

We work in Shopify daily. We know exactly where the platform shines, and where it bites.

**03**

### Strategic, not just executorial

Your brief asked for strategic capability. We make recommendations, not just deliver tickets.

**04**

### We protect your asset

Locked layouts, audited performance, secure handover. We don't leave you with technical debt.

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NEXT STEPS

# Let's get this live by 1 July

Four steps between this proposal and a live website.

- 01 Review this proposal**  
Read, share internally, raise any questions. We're available for a walkthrough if useful.  
**By 14 May**
- 02 Design mockups walkthrough**  
Our design team will present Home, Product, and Recipe page mockups for sign-off.  
**By 16 May**
- 03 Accreditation paperwork**  
We submit the standard vendor documents per your supplier registration process.  
**By 21 May**
- 04 Project award and kick-off**  
Contract signed, project kicks off, we start the build the following Monday.  
**22-25 May**

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THANK YOU

**Let's build something fast,  
clean, and built to last.**

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