MAPVIMO WEBSITE AGENCY

SERVICES & PRICING
HUDUMA NA BEI

CLIENT GUIDE • MWONGOZO WA MTEJA

Your Business Deserves More Than Just a Website.

Biashara Yako Inastahili Zaidi ya Tovuti Pekee.

A.C.E: ANALYSIS • CAPITAL • EXECUTION

UCHAMBUZI • MTAJI • UTEKELEZAJI

This guide explains MAPVIMO’s packages, deliverables, prices and project process.
Mwongozo huu unaeleza vifurushi vya MAPVIMO, huduma zinazotolewa, bei na hatua za utekelezaji wa miradi.

1. ABOUT MAPVIMO | KUHUSU MAPVIMO

EN: MAPVIMO Website Agency helps businesses establish and improve their digital presence through business-focused websites and practical digital solutions. We first understand the business, identify its needs and then execute an appropriate solution.
SW: MAPVIMO Website Agency husaidia biashara kujenga na kuboresha uwepo wake mtandaoni kupitia tovuti zinazozingatia mahitaji ya biashara na suluhisho za kidijitali. Kwanza tunaielewa biashara, tunabaini mahitaji yake, kisha tunatekeleza suluhisho linalofaa.

Our A.C.E approach | Mbinu yetu ya A.C.E

ANALYSIS UCHAMBUZI	Understand the business, customers, goals, challenges and digital position. Kuelewa biashara, wateja, malengo, changamoto na hali yake ya kidijitali.
CAPITAL MTAJI	Consider resources, technology, costs and effective use of available capital. Kuchambua rasilimali, teknolojia, gharama na matumizi bora ya mtaji uliopo.
EXECUTION UTEKELEZAJI	Design, build, implement and test the agreed solution. Kubuni, kujenga, kutekeleza na kupima suluhisho lililokubaliwa.

Who we serve | Tunawahudumia nani?

EN: Small businesses, growing companies, service providers, entrepreneurs and organisations that need a professional online presence or improved digital workflows. MAPVIMO is based in Kibaha, Pwani, and can serve other locations by agreement.
SW: Biashara ndogo, kampuni zinazokua, watoa huduma, wajasiriamali na taasisi zinazohitaji uwepo wa kitaalamu mtandaoni au kuboresha mifumo yao ya kidijitali. MAPVIMO ipo Kibaha, Pwani, na inaweza kuhudumia maeneo mengine kwa makubaliano.

Website language | Lugha ya tovuti

EN: The client chooses the language or languages required. Language requirements are confirmed during discovery and recorded in the project quotation or proposal.
SW: Mteja ndiye anayechagua lugha au lugha zinazohitajika kwenye tovuti. Mahitaji ya lugha yanathibitishwa wakati wa mazungumzo ya awali na kuandikwa kwenye quotation au proposal ya mradi.

2. WEBSITE SERVICE PACKAGES | VIFURUSHI VYA HUDUMA ZA TOVUTI

BASIC — WEBSITE SIMPLE | TOVUTI RAHISI

TSh 150,000

EN: For a small business, start-up or service provider needing a clear professional online presence.
SW: Kwa biashara ndogo, biashara changa au mtoa huduma anayehitaji uwepo mzuri na wa kitaalamu mtandaoni.

EN: Addresses the lack of a central online place to explain the business and help customers make contact.
SW: Hutatua changamoto ya kutokuwa na sehemu rasmi mtandaoni ya kuelezea biashara na kuwawezesha wateja kuwasiliana nayo.

What is included | Huduma zinazojumuishwa

- **EN:** Professionally structured, mobile-friendly website.
  SW: Tovuti iliyopangwa kitaalamu na inayotumika vizuri kwenye simu.
- **EN:** Up to 5 pages, e.g. Home, About Us, Products/Services, Gallery and Contact.
  SW: Hadi kurasa 5, kwa mfano Mwanzo, Kuhusu Sisi, Bidhaa/Huduma, Picha na Mawasiliano.
- **EN:** Business information and product/service presentation.
  SW: Maelezo ya biashara na uwasilishaji wa bidhaa au huduma.
- **EN:** WhatsApp contact integration and basic contact details.
  SW: Kuunganisha WhatsApp na kuweka taarifa za msingi za mawasiliano.
- **EN:** Clear calls to action to help visitors contact the business.
  SW: Maelekezo yanayomsaidia mgeni wa tovuti kuchukua hatua na kuwasiliana na biashara.

Not included unless separately agreed | Havijajumuishwa isipokuwa ikikubaliwa tofauti

- **EN:** Online payment processing, online ordering or booking systems.
  SW: Mifumo ya malipo mtandaoni, kuagiza bidhaa mtandaoni au kuweka nafasi.
- **EN:** Customer accounts, dashboards or custom business management systems.
  SW: Akaunti za wateja, dashibodi au mifumo maalumu ya kusimamia biashara.
- **EN:** Advanced SEO campaigns or complex third-party integrations.
  SW: Kampeni za SEO za kiwango cha juu au miunganisho changamano ya mifumo mingine.

BUSINESS — WEBSITE + CUSTOMER ACCESS | TOVUTI + NJIA ZA KUFIKIA WATEJA

TSh 350,000

EN: For a business that wants more ways for customers to contact, locate and learn about it.
SW: Kwa biashara inayotaka kuwapa wateja njia zaidi za kuwasiliana nayo, kuipata na kupata taarifa zake.

EN: Addresses the difficulty customers may face when finding business details, sending enquiries, calling or locating the business.
SW: Hutatua changamoto za wateja kupata taarifa za biashara, kutuma maulizo, kupiga simu au kujua ilipo.

What is included | Huduma zinazojumuishwa

- **EN:** Everything in BASIC, with up to 8 pages.
  SW: Huduma zote za BASIC, pamoja na hadi kurasa 8.
- **EN:** Contact Form for customer enquiries.
  SW: Fomu ya mawasiliano kwa ajili ya maswali na maulizo ya wateja.
- **EN:** Google Maps integration, where relevant.
  SW: Kuunganisha Google Maps pale inapohitajika.
- **EN:** Click-to-call and social media links.
  SW: Kitufe cha kupiga simu moja kwa moja na viungo vya mitandao ya kijamii.

- **EN:** WhatsApp integration.
  SW: Kuunganisha WhatsApp.
- **EN:** Google Business Profile setup assistance or improvement assistance.
  SW: Msaada wa kufungua Google Business Profile mpya au kuboresha iliyopo.
- **EN:** Basic SEO and foundational on-page setup.
  SW: SEO ya msingi na maandalizi ya msingi ya kurasa za tovuti.

Not included unless separately agreed: advanced SEO campaigns, online payments, booking, online ordering, large dashboards or complex business systems.
Havijumuishwi bila makubaliano tofauti: kampeni za SEO za kiwango cha juu, malipo mtandaoni, booking, kuagiza mtandaoni, dashibodi kubwa au mifumo changamano ya biashara.

PREMIUM AI — FULL A.C.E WEBSITE SOLUTION | SULUHISHO KAMILI LA TOVUTI KWA MFUMO WA A.C.E

Starting from TSh 700,000+ | Kuanzia TSh 700,000+

EN: For a business that needs a tailored digital solution based on its operations, customers and growth goals.
SW: Kwa biashara inayohitaji suluhisho la kidijitali lililoundwa kulingana na shughuli zake, wateja wake na malengo ya ukuaji.

EN: A standard website may not address the business's actual needs, workflows or customer experience.
SW: Tovuti ya kawaida inaweza isitoshe kutatua mahitaji halisi ya biashara, mtiririko wa kazi au uzoefu wa wateja.

What MAPVIMO provides within the agreed scope | MAPVIMO hutoa nini ndani ya wigo uliokubaliwa?

- **EN:** Detailed business-focused discovery and analysis.
  SW: Uchunguzi na uchambuzi wa kina unaozingatia biashara.
- **EN:** Analysis of the business, customers, challenges, goals and opportunities.
  SW: Uchambuzi wa biashara, wateja, changamoto, malengo na fursa.
- **EN:** Capital and resource planning: resources, technology, costs and effective use of available capital.
  SW: Mipango ya mtaji na rasilimali: rasilimali zilizopo, teknolojia, gharama na matumizi bora ya mtaji.
- **EN:** A tailored website solution based on agreed business requirements.
  SW: Suluhisho la tovuti linaloundwa kulingana na mahitaji ya biashara yaliyokubaliwa.
- **EN:** Recommendations on appropriate digital tools and technologies.
  SW: Mapendekezo ya zana na teknolojia za kidijitali zinazofaa.
- **EN:** AI capabilities where relevant, feasible and included in the approved scope.
  SW: Vipengele vya AI pale vinapofaa, vinawezekana na vimejumuishwa kwenye wigo ulioidhinishwa.
- **EN:** Testing and preparation for handover.
  SW: Upimaji na maandalizi ya kukabidhi kazi.

EN: There is no fixed page limit. Page count and features are defined in the approved project scope. Booking, online ordering, payment integrations, dashboards and specialised systems are not automatically included in the starting price; they are scoped and priced separately.
SW: Hakuna kikomo maalumu cha idadi ya kurasa. Idadi ya kurasa na vipengele vitaamuliwa kwenye wigo wa mradi ulioidhinishwa. Booking, kuagiza mtandaoni, miunganisho ya malipo, dashibodi na mifumo maalumu havijajumuishwa moja kwa moja kwenye bei ya kuanzia; vitapangiwa wigo na gharama tofauti.

AI BUSINESS PARTNER | MSHIRIKA WA BIASHARA KATIKA TEKNOLOJIA YA AI

Starting from TSh 1,500,000+ | Kuanzia TSh 1,500,000+

EN: For businesses seeking a specialised digital partnership to improve operations through AI, automation and connected systems.
SW: Kwa biashara zinazohitaji ushirikiano maalumu wa kidijitali ili kuboresha shughuli zake kupitia AI, automation na mifumo iliyounganishwa.

Potential service areas | Maeneo ya huduma yanayoweza kujumuishwa

- **EN:** AI business strategy and opportunity assessment.
  SW: Mkakati wa matumizi ya AI kwenye biashara na uchambuzi wa fursa.
- **EN:** Workflow and process automation planning.
  SW: Mipango ya kurahisisha na kuendesha kazi kiotomatiki.
- **EN:** AI-powered customer support, where suitable.
  SW: Huduma kwa wateja zinazosaidiwa na AI pale inapofaa.
- **EN:** CRM selection, configuration or integration, as agreed.
  SW: Kuchagua, kusanidi au kuunganisha mfumo wa CRM kulingana na makubaliano.
- **EN:** Database and workflow integrations.
  SW: Kuunganisha kanzidata na mifumo ya mtiririko wa kazi.

- **EN:** AI-powered internal business tools.
  SW: Zana za ndani za biashara zinazotumia AI.

- **EN:** Business analytics and reporting, where included in scope.
  SW: Uchambuzi wa biashara na ripoti pale vinapojumuishwa kwenye wigo wa kazi.

EN: This is a specialised service, not a standard website package. It can be delivered without building a new website. Specific systems, integrations, subscriptions and AI usage costs are scoped and priced separately where applicable.
SW: Hii ni huduma maalumu, si kifurushi cha kawaida cha kutengeneza tovuti. Inaweza kutolewa bila kujenga tovuti mpya. Mifumo, miunganisho, ada za usajili na gharama za matumizi ya AI hupangiwa wigo na bei tofauti pale inapohusika.

3. ONGOING AND ADDITIONAL SERVICES | HUDUMA ZA KUENDELEA NA ZA ZIADA

Website Maintenance | Matengenezo ya Tovuti

TSh 50,000 per month | TSh 50,000 kwa mwezi

EN: Basic ongoing attention to an already delivered website. Includes up to 2 hours of minor maintenance work per month. New features, redesigns, larger changes or work beyond this allowance are quoted separately.
SW: Huduma ya msingi ya kuendelea kuitunza tovuti iliyokabidhiwa. Inajumuisha hadi saa 2 za marekebisho madogo kwa mwezi. Vipengele vipya, mabadiliko makubwa ya muonekano au kazi inayozidi muda huo itapangiwa gharama tofauti.

AI Management | Usimamizi wa Mifumo ya AI

TSh 100,000–300,000 per month | TSh 100,000–300,000 kwa mwezi

EN: Ongoing management or support of agreed AI systems and automations. The fee depends on the number of systems, integrations, workload and service level. Third-party subscriptions, platform fees and AI usage charges are separate unless expressly included in writing.
SW: Usimamizi au msaada endelevu wa mifumo ya AI na automation iliyokubaliwa. Ada hutegemea idadi ya mifumo, miunganisho, kiasi cha kazi na kiwango cha huduma. Ada za usajili wa huduma nyingine, majukwaa na matumizi ya AI hulipwa tofauti isipokuwa zimejumuishwa wazi kwa maandishi.

Additional features and integrations | Vipengele na miunganisho ya ziada

EN: Online payments, booking, online ordering, custom dashboards, advanced SEO and specialised integrations are assessed and priced according to their requirements. MAPVIMO explains the scope and cost before starting additional work.
SW: Malipo mtandaoni, booking, kuagiza bidhaa mtandaoni, dashibodi maalumu, SEO ya kiwango cha juu na miunganisho maalumu huchunguzwa na kupangiwa gharama kulingana na mahitaji yake. MAPVIMO hueleza wigo na gharama kabla ya kuanza kazi ya ziada.

4. PROJECT PROCESS | MCHAKATO WA MRADI

Client inquiry | Mawasiliano ya awali
EN: The client contacts MAPVIMO and explains the business and required service.
SW: Mteja anawasiliana na MAPVIMO na kueleza biashara yake pamoja na huduma anayohitaji.

Discovery and analysis | Kukusanya mahitaji na uchambuzi
EN: Requirements are collected through the Initial Client Inquiry Form and discussion.
SW: Mahitaji hukusanywa kupitia Fomu ya Awali ya Maulizo na mazungumzo.

Quotation or proposal | Makadirio ya gharama au pendekezo
EN: MAPVIMO provides the solution, scope, price, estimated timeline and payment terms.
SW: MAPVIMO huwasilisha suluhisho, wigo wa kazi, bei, muda unaokadiriwa na masharti ya malipo.

Agreement and deposit | Makubaliano na malipo ya awali
EN: The client confirms the scope and pays the 50% deposit before work begins.
SW: Mteja anakubali wigo wa kazi na kulipa 50% kabla ya kazi kuanza.

Project kickoff | Mkutano wa kuanza mradi
EN: Both sides confirm priorities, materials, communication and schedule.
SW: Pande zote huthibitisha vipaumbele, vifaa/taarifa zinazohitajika, mawasiliano na ratiba.

Design and development | Ubunifu na ujenzi
EN: MAPVIMO creates the agreed website or digital solution.
SW: MAPVIMO hutengeneza tovuti au suluhisho la kidijitali lililokubaliwa.

Review and revisions | Ukaguzi na marekebisho
EN: The client reviews the work and requests revisions within the agreed scope.
SW: Mteja hukagua kazi na kuomba marekebisho ndani ya wigo uliokubaliwa.

Testing and final payment | Upimaji na malipo ya mwisho
EN: The deliverables are tested; the remaining 50% is paid before handover.
SW: Kazi hupimwa; salio la 50% hulipwa kabla ya kukabidhiwa.

Handover and follow-up | Makabidhiano na ufuatiliaji
EN: MAPVIMO hands over the work and relevant access details or instructions.
SW: MAPVIMO hukabidhi kazi pamoja na taarifa za ufikiaji au maelekezo muhimu.

5. PAYMENT AND PROJECT TERMS | MALIPO NA MASHARTI YA MRADI

Payment terms | Masharti ya malipo

EN: Standard payment is 50% deposit before work commences and 50% final payment before project handover. Any different arrangement must be agreed in writing before the project starts.
SW: Malipo ya kawaida ni 50% kabla ya kuanza kazi na 50% ya mwisho kabla ya kukabidhi mradi. Utaratibu tofauti lazima ukubaliwe kwa maandishi kabla ya kuanza kwa mradi.

Estimated timelines | Muda unaokadiriwa

EN: BASIC projects are estimated at 3–5 working days. The timeline starts after the deposit, project kickoff and receipt of required client materials. Timelines for BUSINESS, PREMIUM AI and AI BUSINESS PARTNER are confirmed in the relevant quotation or proposal.
SW: Miradi ya BASIC inakadiriwa kuchukua siku 3–5 za kazi. Muda huanza baada ya kupokea malipo ya awali, kufanya mkutano wa kuanza mradi na kupokea taarifa/vifaa vyote vinavyohitajika kutoka kwa mteja. Muda wa BUSINESS, PREMIUM AI na AI BUSINESS PARTNER utaelezwa kwenye quotation au proposal husika.

Revisions | Marekebisho

EN: BASIC and BUSINESS include 2 rounds of revisions within the approved scope. A new page, feature, major redesign or change of direction may be treated as additional work. Revision arrangements for other projects are defined in their proposal.
SW: BASIC na BUSINESS zinajumuisha awamu 2 za marekebisho ndani ya wigo ulioidhinishwa. Ukurasa mpya, kipengele kipya, mabadiliko makubwa ya muonekano au kubadilisha mwelekeo wa mradi vinaweza kuhesabiwa kama kazi ya ziada. Masharti ya marekebisho kwa miradi mingine yataelezwa kwenye proposal yake.

Client responsibilities | Majukumu ya mteja

- **EN:** Provide accurate business information, content, images, logos and required materials.
  SW: Kutoa taarifa sahihi za biashara, maandishi, picha, nembo na vifaa vinavyohitajika.
- **EN:** Provide access to relevant accounts when configuration or integration is included.
  SW: Kutoa ruhusa ya kufikia akaunti husika pale usanidi au muunganisho unapohitajika.
- **EN:** Participate in kickoff and provide feedback within agreed timeframes.
  SW: Kushiriki mkutano wa kuanza mradi na kutoa mrejesho ndani ya muda uliokubaliwa.
- **EN:** Make payments according to the agreed schedule.
  SW: Kufanya malipo kulingana na ratiba iliyokubaliwa.
- **EN:** Ensure supplied materials may lawfully be used.
  SW: Kuhakikisha ana haki ya kutumia taarifa na vifaa anavyotupatia.

Scope changes and third-party costs | Mabadiliko ya wigo na gharama za huduma nyingine

EN: Work outside the approved scope must be discussed and agreed before it is carried out. Domain registration, hosting, paid themes, software licences, third-party subscriptions, payment provider charges and AI usage costs are not included unless the quotation or proposal specifically says otherwise.
SW: Kazi iliyo nje ya wigo ulioidhinishwa lazima ijadiliwe na kukubaliwa kabla ya kufanyika. Usajili wa domain, hosting, themes za kulipia, leseni za programu, ada za huduma za nje, ada za watoa huduma za malipo na gharama za matumizi ya AI hazijajumuishwa isipokuwa quotation au proposal iseme wazi kuwa zimejumuishwa.

Ownership and handover | Umiliki na makabidhiano

EN: After full payment, the client receives the completed deliverables and agreed access credentials or handover information. Domain registration should, where possible, use the client's details. Third-party platforms and licences remain subject to their own terms.
SW: Baada ya malipo yote, mteja hupokea kazi iliyokamilika pamoja na taarifa za ufikiaji au maelekezo yaliyokubaliwa. Inapowezekana, domain isajiliwe kwa taarifa za mteja. Majukwaa na leseni za huduma nyingine zinaendelea kufuata masharti yao.

Portfolio use and confidentiality | Matumizi ya kazi kwenye portfolio na usiri

EN: MAPVIMO may showcase completed work in its portfolio, Company Profile or marketing materials, provided confidential client information is not exposed. Use of a client's name or logo is subject to permission or agreement. A client may request in writing that a project not be displayed.
SW: MAPVIMO inaweza kuonyesha kazi iliyokamilika kwenye portfolio, Company Profile au matangazo yake mradi taarifa za siri za mteja zisifichuliwe. Matumizi ya jina au nembo ya mteja yanahitaji ruhusa au makubaliano. Mteja anaweza kuomba kwa maandishi mradi wake usionyeshwe.

Privacy and information handling | Faragha na utunzaji wa taarifa

EN: Client information and access credentials are used to provide the agreed service and should be handled confidentially. Third-party platforms may process information where required to deliver the service.
SW: Taarifa za mteja na nywila/ruhusa za akaunti hutumika kutoa huduma iliyokubaliwa na zinapaswa kutunzwa kwa usiri. Majukwaa ya huduma nyingine yanaweza kuchakata taarifa pale inapohitajika ili kutoa huduma.

Project-specific and legal terms | Masharti maalumu ya mradi na ya kisheria

EN: This guide describes MAPVIMO's services and standard commercial approach; it is not a signed client contract. Exact scope, dates, third-party costs and project-specific commitments are confirmed in the quotation or proposal and written agreement. Cancellation, refund and other legal terms must be stated in the relevant agreement and reviewed for compliance with applicable Tanzanian law.
SW: Mwongozo huu unaeleza huduma za MAPVIMO na utaratibu wake wa kawaida wa kibiashara; si mkataba uliosainiwa na mteja. Wigo halisi, tarehe, gharama za huduma nyingine na makubaliano maalumu ya mradi huthibitishwa kwenye quotation/proposal na makubaliano ya maandishi. Masharti ya kusitisha mradi, kurejesha fedha na masharti mengine ya kisheria yanapaswa kuandikwa kwenye makubaliano husika na kukaguliwa ili yafuate sheria za Tanzania.

6. LET’S BUILD THE RIGHT SOLUTION | TUJENGE SULUHISHO SAHIHI

EN: Every business is different. MAPVIMO starts by understanding your needs, then recommends a service that matches your goals, resources and stage of growth.
SW: Kila biashara ina mahitaji yake. MAPVIMO huanza kwa kuelewa mahitaji yako, kisha hupendekeza huduma inayoendana na malengo, rasilimali na hatua ya ukuaji wa biashara yako.

MAPVIMO WEBSITE AGENCY

Your Business Deserves More Than Just a Website.
Biashara Yako Inastahili Zaidi ya Tovuti Pekee.

WhatsApp / Phone: +255 619 996 942

Initial Client Inquiry Form / Fomu ya Awali ya Maulizo: https://tally.so/r/RWxo5Q

Based in Kibaha, Pwani, Tanzania. Serving other locations by agreement.
Ipo Kibaha, Pwani, Tanzania. Inahudumia maeneo mengine kwa makubaliano.

How to get started | Jinsi ya kuanza

EN: Contact MAPVIMO, complete the Initial Client Inquiry Form, let us review your needs, and receive a quotation or proposal before committing.
SW: Wasiliana na MAPVIMO, jaza Fomu ya Awali ya Maulizo, turuhusu tuchambue mahitaji yako, kisha utapokea quotation au proposal kabla ya kuamua kuanza.

BILINGUAL EDITION
TOLEO LA KIINGEREZA NA KISWAHILI

Not a signed client contract.
Si mkataba uliosainiwa na mteja.