Andritha Online
WEBSITES & CUSTOM SOFTWARE

Partner Estimate

AO-EST-2026-HH01

CONFIDENTIAL · PROJECT SENTINEL

FROM

Andritha Online (Pty) Ltd
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PREPARED FOR

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ESTIMATE DETAILS

Reference	**AO-EST-2026-HH01**
Date	**26 November 2026**
Valid until	**26 December 2026**
Project	**Website rebuild + app**
VAT	**Not applicable**

YOUR SELECTION · ONCE-OFF

R28,000

Website: **Recommended · R19,000**
App discovery: **R9,000**
Care plan: **R650 / month**

01 · THE BRIEF

What you asked for

> *"A client in the private security industry is in dire need of a new website and their app needs re-engineering... something along the lines of Blue Security. Preferably on WordPress that is easy to manage and from where we can pull through posts to social media."*
>
> Lara Theron, 25 November 2026

We reviewed the client's current website and app, the reference site, and the public app-store reviews. This is what stands out, and it shapes everything priced below.

4
Platforms holding one brand's content
The main site, a separate news domain, Jotform for the shop and specials, and Everlytic for the newsletter. The new site brings it home.

0
Area pages Google can read
The coverage footprint exists only as a map image, so suburb searches never find it. Blue Security has around 35 area pages.

1
Long page for every service
Armed response, CCTV, video verification, guarding and technical all share one page. Each deserves its own page to rank and convert.

1

News item on the news page

The content team is active, but its work lives off-site. Fresh news on the main domain builds trust and search visibility.

–

Locked to the parent group's CMS

A shared Magnolia template with Spanish system paths in the URLs, no robots.txt and an incomplete sitemap. Hard for a local team to manage.

3.1★

App rating on the App Store

Reviewers struggle with holiday mode, logging service requests, registration and managing more than one property.

What we'll take from Blue Security

- A page per service, grouped the way clients think
- Local area pages that show community presence
- Emergency number visible on every screen
- Enquiry form high on the page, split by home, business and estate
- A steady stream of news and incident posts

Where we'll go further

- A suburb coverage checker (Blue only has a static list)
- WhatsApp chat with a pre-filled message, on every page
- Action-led buttons instead of "Submit"
- A lighter, faster build without bloated page builders
- App store badges linked properly (Blue promotes its app with no links)

02 · THE WEBSITE

Choose a website option

All three are built on WordPress, designed for the brand and simple for the client's team to update. Prices are once-off.

ESSENTIAL

R10,000

once-off

A clean, fast rebuild of what exists today, properly structured, with every service on its own page.

Pages	~15–18
Area pages	1 hub
Build time	~1 week

RECOMMENDED

RECOMMENDED

R19,000

once-off

Everything that makes Blue Security work, plus the coverage checker and local pages that win suburb searches.

Pages	~30
Area pages	10
Build time	~2 weeks

PREMIUM

R27,000

once-off

The full platform: wide area coverage, every news post moved over, and a real online shop replacing Jotform.

Pages	~45
Area pages	25
Build time	~3 weeks

INCLUDED	ESSENTIAL	RECOMM.	PREMIUM

INCLUDED	ESSENTIAL	RECOMM.	PREMIUM
FOUNDATIONS, IN EVERY OPTION			
Custom design in the client's brand, built on WordPress	✓	✓	✓
A separate page for each service	✓	✓	✓
Emergency tap-to-call, WhatsApp chat float, action-led enquiry forms	✓	✓	✓
News section that shares new posts to Facebook and Instagram	✓	✓	✓
Easy editing for the client's team, plus a training session	✓	✓	✓
Mobile-first, fast, SEO foundations, POPIA privacy and cookie pages	✓	✓	✓
GROWTH FEATURES			
Approximate page count	**15–18**	**30**	**45**
Suburb coverage checker	–	✓	✓
Area and suburb pages	**Hub only**	**10**	**25**
News moved over from the separate news site	–	**Up to 30**	**All**
Careers with CV upload; CCTV footage request form	**Basic**	✓	✓
Reusable campaign landing-page template	–	✓	✓
Online shop replacing the Jotform order form	–	–	✓
Newsletter sign-up connected to Everlytic	–	–	✓

Not in our fee, by design: copywriting and content strategy (your strength — we build around your words), photography, the domain, payment-gateway fees and any premium licences, which are charged at cost. Hosting is covered by the care plan below.

03 · ONGOING CARE AND THE APP

Add the pieces you need

Optional, priced separately from the website. The selection summary on page 1 includes both.

Website care plan
Managed WordPress hosting, updates, security monitoring, backups and small content changes, so the site never goes stale or gets hacked.

R650
per month

App discovery + clickable prototype
Phase 1 of the app re-engineering, explained below. Credited in full against the app build.

R9,000
once-off

04 · THE APP

Re-engineering the app, in two phases

The current app is a white-label product licensed from a third-party vendor (the same platform behind Blue Security's app). The client most likely does not own its code or backend, and the backend connects to the control room's alarm-monitoring system. Anyone who quotes a fixed build price today is guessing — so we start with a short, paid discovery that produces something management can hold in their hands.

PHASE 1 · ABOUT 1 WEEK

Discovery + clickable prototype

R9,000

Credited in full against Phase 2. You walk into the management meeting with a working prototype of the new app, not a slide.

- ✓ Review of the current app and every public store review
- ✓ Working sessions with operations and the control room
- ✓ Technical assessment: vendor contract, API access and the monitoring-software link
- ✓ Clickable prototype of the key flows: panic, arm and disarm, holiday mode, service requests, multiple properties
- ✓ A fixed-scope, fixed-price proposal for Phase 2

PHASE 2 · INDICATIVE, CONFIRMED AFTER DISCOVERY

The build

OPTION A

New app on the existing backend

R75,000 – R110,000

A redesigned iOS and Android app that talks to the current platform. Fastest route, if the vendor grants API access.

OPTION B

Full replacement the client owns

R150,000 – R230,000

A new app and our own backend, wired into the control room's monitoring system. Removes the licence dependency for good.

App store accounts sit in the client's name (Apple US$99 a year, Google US$25 once). Backend hosting is priced in the discovery proposal.

06 · TIMELINE

From yes to launch

Shown for the Recommended website, with app discovery running alongside. The clock starts once the deposit, content and access are in; approvals from the parent group, app stores or the app vendor sit outside our build time.

1

DAY 1

Kick-off

Deposit, access to the current site and brand files, discovery sessions booked.

2

WEEK 1

Homepage design

A live homepage design for you and the client to sign off. App prototype delivered.

3

WEEK 2

Full build

All pages, area pages, coverage checker, forms, news and social sharing.

4

END OF WEEK 2

Training and launch

Content check, team training, go-live on the client's domain.

07 · BEFORE WE LOCK THE PRICE

What we need from you

These answers turn this estimate into a fixed quote. None of them change the website prices unless the scope changes.

1 **Parent group sign-off**

Will the group approve a standalone WordPress site, and who controls the domain and DNS?

2 **App vendor**

What does the contract with the current app vendor allow, and can we get API access?

3 **Control room**
Which alarm-monitoring software does the control room run?

4 **"Re-engineer"**
Does management want the current app fixed, or replaced with one they own?

5 **Photography**
Are there real photos of vehicles, officers and the control room? They are the biggest single trust signal.

6 **News site**
Who runs the separate news domain, and should it be folded into the new site?

7 **Hosting**
Should we host and care for the site, or hand over to the client's IT?

8 **Budget and timing**
What range and launch date does management have in mind?

08 · WORKING TOGETHER

How the partnership works

You own the client relationship. We are your build team, invisible unless you want us in the room.

- **White-label by default.** No Andritha branding anywhere the client can see. We join calls as part of your team when it helps.
- **Your margin is yours.** The fees here are ours to you. We never discuss pricing with the end client.
- **Website payments:** 50% deposit to start, 50% on launch.
- **App payments:** discovery paid upfront; the build runs 50% to start, 30% at prototype-to-build sign-off, 20% on delivery.
- **Ownership:** the client owns its domain, content and finished website.
- **Changes:** anything outside the chosen scope is quoted before any work starts.
- **VAT:** Andritha Online is not VAT registered, so no VAT is added. Our B-BBEE Level 1 status can count toward the client's procurement scorecard.
- **Validity:** this estimate is valid until 26 December 2026.

09 · OUR WORK

See what we build

A few live projects. Open them on your phone — that is where most of the client's customers will meet the new site.

WEBSITE

thinkPrudence

Tax and accounting practice, Cape Town.

thinkprudence.co.za

WEBSITE

RS Contractors

Building contractor, Gqeberha.

rscontractors.co.za

WEBSITE

Beyond ICT

Telecoms and ICT provider, George.

beyondict.co.za

CUSTOMER APP

Sayless Logistics

Booking app with four account types.

saylesslogistics.pages.dev/app

On us: a homepage concept before the management meeting

We'll design the client's new homepage so management can see the result before anyone signs. It stays unlisted, hidden from search engines and never shown publicly.

Ready when you are

Open the live, interactive version at hothouse-estimate.pages.dev to compare options, plan your margin and confirm on WhatsApp, or WhatsApp Andy on 079 701 3542. We'll send the fixed quote and the homepage concept next.

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