

Website Development Brief for Taiga, Inc.

Project Overview: We are seeking a professional, modern, and user-friendly website for Taiga, Inc., a business offering professional services in resource augmentation, company set-up, compliance, payroll services, book-keeping, and additional offering like business tax filing, access to legal counsel. The website should establish our company as a reliable, transparent, and forward-thinking partner for individuals, start-up entrepreneurs and small-to-medium-sized businesses, providing comprehensive support and benefits for their operations so they can focus on their business.

Objectives:

- **Primary Objective:** Build trust with potential clients by offering a professional, clean, and informative web presence.
- **Secondary Objective:** Highlight the full range of services available, from company creation to ongoing compliance and payroll management.
- **Tertiary Objective:** Promote exclusive benefits for member companies, such as group health benefits and other perks.

Target Audience:

- Individuals wanting to start independent consulting or work but do not want the hassle of managing the set-up or operations.
- Entrepreneurs looking to start their own businesses
- Small to medium-sized enterprises (SMEs) in need of reliable support
- Established companies seeking professional services for compliance, payroll, and taxes
- Business owners who value transparent pricing, easy-to-use tools, and access to business benefits
- Companies looking for staff augmentation for a short or long term, locally or globally.

Key Features & Pages:

1. Home Page:

- Brief, welcoming message introducing our brand and services
- Clear value proposition explaining the benefits of working with Taiga, Inc.
- Short, engaging overview of the services offered
- Call to action (CTA) for new clients to schedule a consultation or get in touch

2. Services Pages:

- **Resource Augmentation:** Provide skilled resources to fit your needs in any area of business. We have local or global resources to supplement your team for short term or long term.
- **Company Creation:** Step-by-step process to create a company, including business registration, name selection, and legal documentation
- **Compliance:** Overview of ongoing compliance management, including tax filings, annual reporting, and other regulatory obligations

- **Payroll Services:** Detail on payroll management, from employee compensation to tax withholdings and reporting
 - **Bookkeeping:** Description of bookkeeping services, financial reporting, and budgeting
 - **Business Taxes:** Information on how we help manage and file the federal tax filings efficiently at the end of the year.
3. **Benefits for Member Companies:**
- Explanation of exclusive benefits offered to our members, such as group health benefits, discounts, and other business perks
 - Highlight the advantages of joining our network and leveraging these benefits for overall cost savings
4. **About Us:**
- Our story, mission, and values:

Taiga, Inc. was established as a company 08-08-08 as consulting and services company to provide resources for short and long term needs of large corporation requiring specialized skills for various projects or employment for long term positions.

Taiga has served and been a preferred vendor to companies in Defense contracting companies, Large software development company and start technology companies. We have transformed to a global services business providing resources to local to cost effective global resources.

- We base our value ethics transparency and compliance.
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- Emphasis on our commitment to customer satisfaction and support. Our focus is to simply the lives of our customers so they can focus on what is their strength.
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- Team introduction with bios and photos (if applicable)

1. Ritu Saini, CPA, Certified Chartered Accountant, PMP.

Ritu Saini is one of Taiga's founder. with a wealth of knowledge in accounting, finance, banking, compliance and consulting, this was set-up to start with providing services to companies.. With over 25 years of work experience in accounting, finance, audit, SOX and banking working for some large companies like Halliburton, Deloitte and JP Morgan Chase.

With experience managing operations in accounting, audit, SOX and compliance, she brings excellence in operational process and managing the business to success.

Vijay Saini, MBA, PMP.

Vijay Saini is a co founder who has over 28 years of experience in audit, corporate finance, consulting, process improvement, business application implementation and development of financial systems and project managing large scale implementations. Vijay has worked in Consulting services, co founded startups. His experience with the journey and challenges through his process had inspired to start a company to service the challenges for individuals to setting up company and managing day to day operations while focusing on making money/

5. **Contact Us:**

- Simple contact form
- Phone number, email address, and office locations
- Option for booking a consultation or demo

6. **Blog/Resources:**

- Educational content around company creation, tax tips, bookkeeping, and other relevant industry topics
- Client success stories or case studies
- Industry news and updates

7. **Client Portal (Optional):**

- Secure login for member companies to access their payroll, tax filings, and other documents
- Ability to request services or updates directly

Design & UX/UI:

- **Professional and Modern Design:** The website should have a clean, minimalistic, and modern design with a focus on usability.
- **Responsive Design:** Optimized for desktop, tablet, and mobile devices.
- **User-Friendly Navigation:** Ensure easy access to the main services and CTAs, with clear segmentation of content.
- **Branding:** Use the company's color scheme, logo, and fonts consistently across the website. An existing logo has been created.
- **CTAs:** Prominent calls to action that encourage users to inquire, schedule consultations, or sign up for services.

Content Strategy:

- **Tone of Voice:** Professional yet approachable. Simple language that communicates our expertise without being too technical.
- **SEO Optimized:** Ensure content is optimized for search engines to drive organic traffic (targeting keywords related to company creation, payroll, compliance, etc.).
- **Clear Value Proposition:** Each page should communicate the unique benefits of our services and why potential clients should choose us.

Technical Requirements:

- **CMS:** Preferably WordPress or a custom CMS that allows for easy content updates.
- **Security:** SSL certification and secure payment gateways (if applicable).
- **SEO:** On-page optimization with best practices, including metadata, structured data, and fast loading times.
- **Secure Login for file upload:** Create a section for approved users to complete their sign in . This login will provide secure way to send and receive messaging and have a section to upload or download documents securely.

This website will serve as the cornerstone of our digital presence, helping to establish Taiga, Inc. as a trusted partner for business owners looking for reliable services and benefits. We look forward to working with you to create an outstanding online experience.