



Sourceamax Asia Co., Ltd.

Commercial Proposal for MRP Corporate Website

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Glossary and Acronyms

Term	Definition
Analytics	Collection and analysis of website visitor data used to measure website performance and audience behavior.
Back-office	Administrative interface used by authorized users to manage website content and settings.
Backup	Copy of website files and database used for disaster recovery and restoration purposes.
Call-to-Action (CTA)	Button or link encouraging users to perform a specific action such as contacting MRP or requesting information.
CMS (Content Management System)	Software platform allowing users to create, edit and manage website content without programming knowledge. WordPress is a CMS.
CRM (Customer Relationship Management)	System used to manage customer interactions, leads and commercial relationships.
DevOps	Set of practices combining software development and IT operations to improve deployment, reliability and maintenance.
ERP (Enterprise Resource Planning)	Integrated business management system used to manage operations, finance, procurement, inventory and other business processes.
ESG (Environmental, Social and Governance)	Framework used to evaluate sustainability, environmental responsibility, social impact and corporate governance practices.
Google Analytics 4 (GA4)	Google's platform used to monitor website traffic, visitor behavior and performance indicators.
Google Search Console	Google tool used to monitor website visibility and indexing in search results.
Hosting	Infrastructure service that makes the website accessible on the Internet.
Hreflang	Technical SEO attribute indicating the language and regional version of a web page to search engines.
Metadata	Information describing website pages, such as titles and descriptions, used by search engines.
Monitoring	Continuous supervision of website availability, security and performance.
Plugin	Software extension adding specific functionality to WordPress.

Responsive Design	Website design approach ensuring optimal display on mobile phones, tablets and desktop computers.
Robots.txt	Technical file providing instructions to search engines regarding website crawling.
SEO (Search Engine Optimization)	Techniques used to improve visibility in search engines such as Google.
Sitemap	Structured list of website pages used by search engines to improve indexing.
SLA (Service Level Agreement)	Commitment defining expected service quality, response times and support levels.
SSL (Secure Sockets Layer)	Security technology encrypting communications between website visitors and the server. Displayed through HTTPS and the padlock icon in browsers.
Theme	Design framework controlling the visual appearance of a WordPress website.
URL (Uniform Resource Locator)	Unique web address used to access a page or resource on the Internet.
UX (User Experience)	Overall experience and ease of use perceived by website visitors.
UI (User Interface)	Visual components and interactions presented to users.
WordPress	Open-source Content Management System used to build and manage websites.
WYSIWYG (What You See Is What You Get)	Content editor allowing users to edit pages visually without coding knowledge.
XML Sitemap	Structured technical file helping search engines discover and index website pages.
MCP Server	Middleware component enabling communication between external services, automation tools and website administration functions.
AI-assisted Content Management	Use of artificial intelligence tools to support content creation, classification, translation or publication workflows.

1. Executive Summary

Sourceamax Asia is pleased to submit this commercial and technical proposal for the design, development, deployment, hosting and first-year maintenance of the new corporate website for **MEMOT Rubber Plantation Co., Ltd.**

The objective of the project is to create a modern bilingual corporate website in **Khmer and English** that presents MRP as a trusted Cambodian natural rubber producer with international standards, strong industrial capabilities, and a long-term commitment to sustainable plantation management.

The proposed website will be built using **WordPress CMS**, allowing MRP to manage pages, posts, media, products and news through a user-friendly back-office. The platform will combine a premium visual identity, strong corporate storytelling, responsive web design, SEO foundations, analytics, secure hosting, backups and corrective maintenance.

The website will be inspired by international plantation and commodity groups, while preserving MRP's Cambodian identity and specific business positioning.

2. Solution Provider

2.1. Sourceamax Asia

Item	Response
Company	Sourceamax Asia co, Ltd
Country	Cambodia
Office	540 Koh Pich Street, Khan Chamkarmorn, Phnom Penh, Cambodia
Lead contact	Armand GAROT, Managing Director
Phone / email	+855 (0)81 558 812 / armand.garot@axivit.com
Website	 https://www.sourceamax.asia/

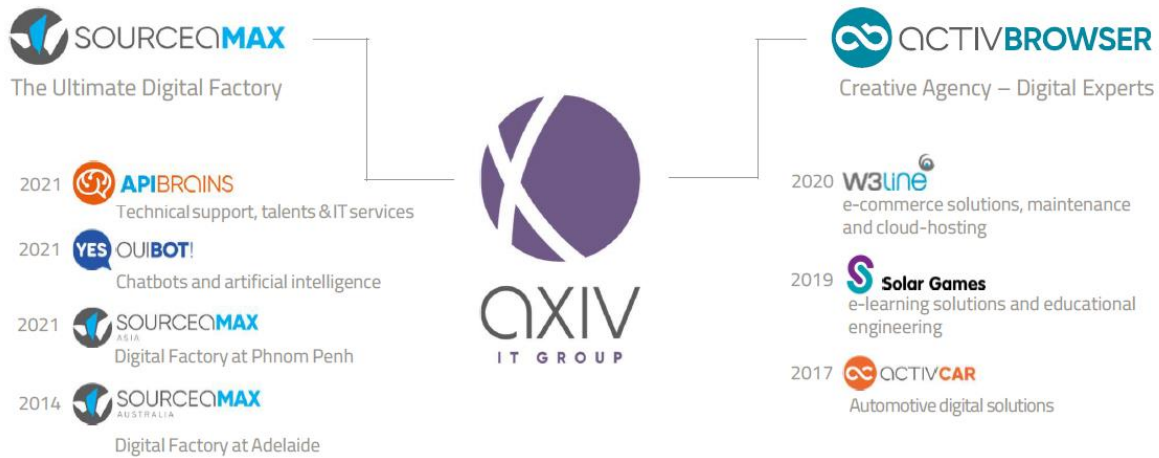
Sourceamax Asia is a Cambodian-owned digital services company established in 2020 and headquartered in Phnom Penh.

The company specializes in the design, development, deployment and operation of business-critical digital platforms and supports organizations throughout their digital transformation journeys.

Sourceamax Asia operates across the entire digital value chain, providing expertise in:

- Business and functional analysis;
- Solution architecture;
- UX/UI design;
- Web and mobile application development;
- API and web service integration;
- ERP implementation and customization;
- Cloud infrastructure and DevOps;

- Cybersecurity and quality assurance;
- Managed services and operational support;
- Application modernization and cloud migration.



Sourceamax Asia is part of Axiv IT Group, an independent French digital services group with extensive experience in software engineering, application modernization, cloud hosting, managed services, DevOps, e-commerce, e-learning platforms, conversational AI solutions and enterprise application integration.

Based in Phnom Penh, the company employs more than 35 consultants and serves both Cambodian and international clients. Its teams are specialized in the delivery of business-oriented digital platforms and possess the capabilities required to design, implement, secure, operate and continuously improve complex digital ecosystems.

This end-to-end expertise is particularly relevant to the present RFQ, which requires not only the deployment of a digital platform but also its long-term operation, maintenance, scalability and security.

Over the past years, Sourceamax Asia has successfully contributed to several large-scale digital transformation initiatives.

Beyond its technical expertise, Sourceamax Asia maintains a strong commitment to social impact and talent development in Cambodia.



The company has established a long-term partnership with “Passerelles Numériques Cambodia” (PNC), a recognized non-governmental organization dedicated to providing underprivileged Cambodian youth with access to education and careers in the digital economy.

Through this partnership, Sourceamax Asia actively contributes to the professional integration of young Cambodian talents by offering internships, mentoring opportunities and long-term employment perspectives. Today, approximately 60% of the company's workforce originates from the PNC program.

As a result, Sourceamax Asia is not only a digital services company but also a contributor to Cambodia's digital ecosystem and workforce development objectives.

2.2. Experience and References

Reference	Publicly stated scope	Relevance to Wordpress
Sodexo Proxy Live <i>Managed Services & Operations</i>	Long-term maintenance and support center for approximately 20 reservation, extranet and reporting applications supporting major hospitality, tourism and public-event operations.	Demonstrates expertise in long-term platform operations, SLA-driven support, security management and business-critical application maintenance.
Mimbelo Project <i>Digital Modernization Project</i>	A strategic software redevelopment program for a French industrial group involving the redesign of a financial ERP platform. The project mobilized a dedicated team of ten consultants in Phnom Penh over a three-year period	Demonstrates expertise in financial systems, billing workflows, reporting and auditability, supporting Wordpress invoicing and revenue management functions.
City of Le Havre municipal <i>AI Chatbot</i>	Municipality-facing digital assistance service hosted on Microsoft Azure with back-office statistics and support	Public-sector digital service, user support, hosting, reporting and municipal usage. AI implementation
GoSabai <i>B2C Digital Project</i>	Design and deployment of a complete B2C tourism booking platform for a Cambodian company, including user experience design, payment integration, mobile services and operational rollout	Demonstrates capability to deliver customer-centric mobile platforms, payment integrations and digital user experiences applicable to citizen services.
MoveToCloud Project <i>Digital Modernization Project</i>	A 26-month modernization initiative focused on containerizing and migrating an enterprise software platform toward a Kubernetes-based architecture hosted on Microsoft Azure. The project required advanced expertise in cloud engineering, DevOps and	Demonstrates expertise in platform modernization, cloud operations, scalability and operational resilience required for long-term Wordpress sustainability.

	operational resilience. 5,000 sites – 15,000 users.	
PATA Cambodia Chapter <i>B2B Digital Project</i>	Following the signature of a Memorandum of Understanding in 2025, Sourceamax Asia launched several strategic developments supporting Cambodia's tourism sector, including a new corporate website, a B2B tourism platform and an event management ecosystem.	Demonstrates experience in multi-stakeholder digital ecosystems and institutional projects involving governance, collaboration and platform operations.

3. Understanding of MRP's objectives

MEMOT Rubber Plantation requires a website that goes beyond a basic online brochure. The new website must become a credible corporate communication platform for local and international audiences.

- The project must support the following objectives:
- Build a professional digital identity for MRP.
- Present MEMOT's rubber plantation activities and industrial expertise.
- Promote Cambodian natural rubber production internationally.
- Showcase products and technical grades.
- Communicate sustainability, environmental and community commitments.
- Publish company news and institutional updates.
- Support commercial inquiries and partnerships.
- Provide a bilingual Khmer and English experience.
- Create a scalable foundation for future digital needs.

The website will help MRP shift from social-media-only visibility toward a stronger, owned corporate digital identity. This matters because social media is useful for updates, but a website is still where serious buyers, partners, investors and auditors expect to find structured corporate information. Apparently, civilization still requires websites. Shocking, but useful.

4. Proposed Website Scope

4.1. Website Structure

The proposed website will include the following main sections.

Section	Purpose
Home	Present MRP's positioning, value proposition, key figures, products, sustainability, reach and latest news.
About	Present company history, mission, vision, values, leadership and corporate profile.
Sustainability	Explain environmental practices, responsible plantation management, community programs and ESG commitments.
Products	Present rubber products, grades, product descriptions and technical information.
News & Insights	Publish corporate news, community updates, operational announcements and industry content.
Investor Relations	Provide corporate information, reports, governance and institutional communication.
Contact	Provide contact details, contact form, social media links and map/location information.

4.2. Homepage Content Direction

The homepage will follow the proposed mockup structure:

- Hero banner with strong plantation imagery.

- Corporate message: natural rubber built for industry.
- Client, partner or certification visual trust area.
- Corporate legacy and key figures.
- Core pillars: agriculture, logistics and innovation.
- Sustainability commitment section.
- Product showcase.
- Geographic reach.
- Latest insights.
- Partnership call-to-action.
- Footer with navigation, legal links and contact information.

4.3. Bilingual Content

The website will be implemented in **Khmer and English** with language-switching functionality.

- The bilingual structure will support:
- Khmer content for local stakeholders, communities, authorities and Cambodian users.
- English content for international buyers, partners, investors and certification bodies.
- Language-specific page titles, navigation and metadata.
- Future extension to additional languages if required.

5. Brand and UX Strategy

5.1. Brand Positioning

The website will position MRP as:

- A Cambodian natural rubber producer with international reach.
- A reliable supplier for industrial and commodity markets.
- A company rooted in agricultural expertise and operational discipline.
- A responsible plantation operator committed to sustainability and community value.
- A long-term partner for international buyers and institutions.

The design must communicate trust, seriousness and stability. The rubber industry does not need a website that looks like a café menu generated by a bored intern. It needs confidence, structure and proof.

5.2. Visual Identity Direction

The visual direction will combine:

- Immersive plantation photography.
- Natural colors inspired by rubber trees, soil, latex and forest environments.
- Clean corporate layouts.
- Strong contrast between natural imagery and white space.
- Premium typography.

- Simple icons for pillars, commitments and product categories.
- Visual references to industrial reliability and export capability.

The website will take inspiration from leading plantation groups such as Socfin, but it will not copy them. The goal is to create a MRP-specific identity that feels local, credible and internationally readable.

5.3. User Experience Principles

The UX strategy will be based on five principles:

Clarity

Navigation and content hierarchy will be simple. Users must quickly understand who MRP is, what it produces, where it operates, and how to contact the company.

Credibility

The website will highlight concrete information: products, operations, sustainability commitments, news, reach and corporate facts.

Mobile-first Design

The interface will be optimized for smartphones, tablets and desktops. Many users in Cambodia and the region will access the site from mobile devices, because apparently people now run half the economy from a six-inch screen.

Storytelling

The website will use photography, news and structured corporate messaging to explain MEMOT's plantation identity and industrial role.

Conversion

The website will guide visitors toward useful actions:

- Contact MRP.
- Request information.
- Explore products.
- Read news.
- Learn about sustainability.
- Understand partnership opportunities.

5.4. Target Audiences

Audience	Expected Need
International buyers	Product information, reliability, contact and export credibility.
Investors and partners	Corporate profile, governance, sustainability and long-term vision.

Audience	Expected Need
Local authorities	Clear company information and community commitment.
Certification bodies	Sustainability, operational and compliance-related information.
Local communities	News, events and social initiatives.
Internal teams	Easy content publication and corporate communication tools.

6. Why WordPress?



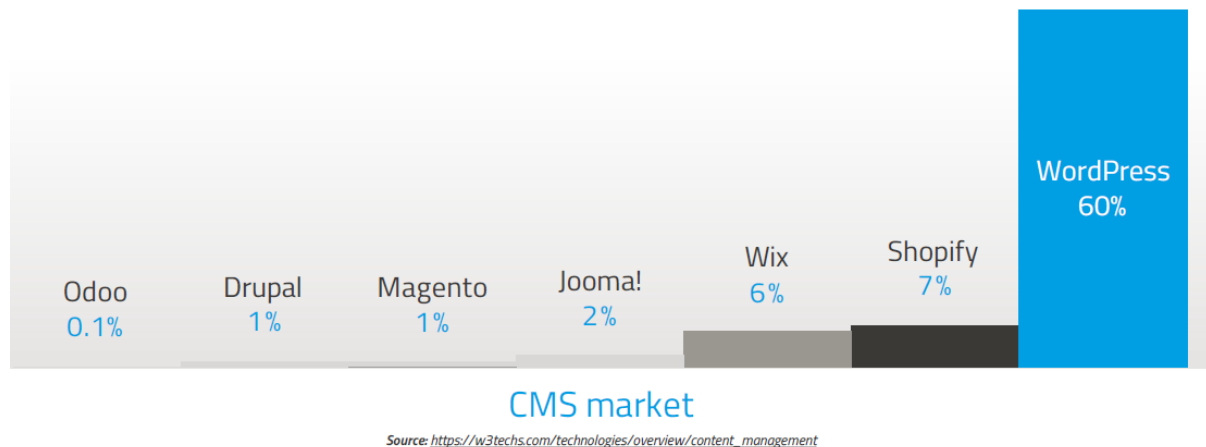
6.1. Market-leading CMS

WordPress is the most widely used open-source CMS in the world and is suitable for corporate websites, institutional websites, news platforms, product showcases and multilingual communication portals.

For MRP, WordPress offers the right balance between:

- Professional presentation.
- Editorial autonomy.
- Security.
- Scalability.
- SEO readiness.
- Reasonable implementation cost.

WordPress powers 43% of the web source and is the most used open-source CMS on the market (60%).



6.2. Content Management Autonomy

WordPress provides a back-office that is well known for its ease of use. MRP teams will be able to manage:

- Pages.
- News posts.
- Product information.
- Images.
- Videos.
- Documents.
- Menus.
- SEO metadata.
- Bilingual content.

The CMS includes a WYSIWYG editor and may use a page builder such as Elementor, WPBakery or Divi, enabling content teams to create and edit pages using reusable blocks.

6.3. Responsive and Custom Web Design

The website will be designed mobile-first and compatible with modern devices and browsers.

The implementation will use a customized theme or child theme, allowing:

- MRP-specific design.
- Reusable page templates.
- Branded layouts.
- Future content expansion.
- Stable maintenance over time.

6.4. Multilingual Capability

WordPress supports multilingual websites through dedicated translation techniques and plugins.

For MRP, this means:

- Khmer and English website versions.
- Language switcher.
- Language-specific menus.
- Localized pages and posts.
- SEO metadata per language.
- Future extension to additional languages if required.

6.5. SEO-friendly Architecture

WordPress is naturally adapted to SEO through:

- Clean URLs.
- Metadata management.
- SEO plugins.
- Redirection tools.
- Sitemap generation.
- Image optimization.
- Structured content.
- Social media integration.

This is especially useful for MRP because the website must be discoverable by international stakeholders searching for Cambodian rubber producers, natural rubber suppliers and sustainable rubber production.

6.6. Scalable and Modular Platform

WordPress allows the creation of additional content structures using custom post types, forms and fields.

- Future modules may include:
- Career portal.
- Investor document library.
- Sustainability report library.
- Product specification downloads.
- Customer inquiry workflows.
- Supplier or partner portal.
- ERP or CRM integration.
- AI-assisted content workflows.

6.7. Secure and Maintainable

The proposed WordPress platform will include:

- SSL encryption.
- User access controls.
- Regular updates.

- Backup strategy.
- Security hardening.
- Monitoring.
- Corrective maintenance.
- Plugin and theme maintenance.

A website without maintenance is just a future security incident wearing a nice homepage.

7. SEO Strategy

7.1. SEO Objectives

The SEO strategy aims to help MRP appear in relevant search results for natural rubber, Cambodian rubber production and plantation-related searches.

SEO objectives include:

- Improve visibility on Google and other search engines.
- Support international discovery.
- Structure pages for clear indexing.
- Optimize bilingual Khmer and English content.
- Improve page loading performance.
- Track traffic and search performance.

7.2. Technical SEO

Sourceamax Asia will implement technical SEO foundations including:

- Search-engine-friendly URLs.
- XML sitemap generation.
- Robots.txt configuration.
- Google indexing readiness.
- SSL-secured pages.
- Mobile responsive implementation.
- Image compression.
- Cache configuration.
- Clean heading hierarchy.
- Redirection management where needed.
- Performance optimization.

7.3. On-page SEO

Each key page will include:

- Optimized page title.
- Meta description.
- Proper heading hierarchy.

- Internal linking.
- Optimized images with alternative text.
- Clear semantic sections.
- Human-readable URLs.
- Relevant keywords in page content.

Final keyword selection will be refined during content preparation.

7.4. International and Bilingual SEO

The bilingual website will support international indexing through:

- Khmer and English URLs.
- Language-specific metadata.
- Hreflang configuration where applicable.
- Localized content instead of automatic machine-only translation.
- Search Console monitoring.

7.5. Analytics and Search Monitoring

The website will integrate:

- Google Analytics 4.
- Google Search Console.
- Visitor behavior tracking.
- Traffic source analysis.
- Page performance monitoring.
- Search query monitoring.

These tools will allow MRP to measure website performance after go-live and improve content over time.

8. Functional Features

8.1. Website Administration

- WordPress back-office.
- Role-based user access.
- Page and post management.
- Product content management.
- Media library.
- Menu management.
- Bilingual content management.

8.2. Content Publication

- Corporate pages.

- News articles.
- Product pages.
- Sustainability content.
- Image galleries.
- Document uploads.
- Content publication scheduling where required.

8.3. Communication Tools

- Contact form.
- Social media links.
- Facebook integration or link.
- Email routing.
- Google Maps or map link integration.
- Call-to-action buttons.

8.4. Performance and Security

- SSL certificate.
- Website monitoring.
- Daily backups.
- Security configuration.
- Plugin and theme update management.
- Corrective maintenance.
- Performance optimization.

8.5. Community Engagement and Comment Management

To encourage stakeholder engagement and support transparent communication, the website may include controlled commenting capabilities on selected news and insight articles.

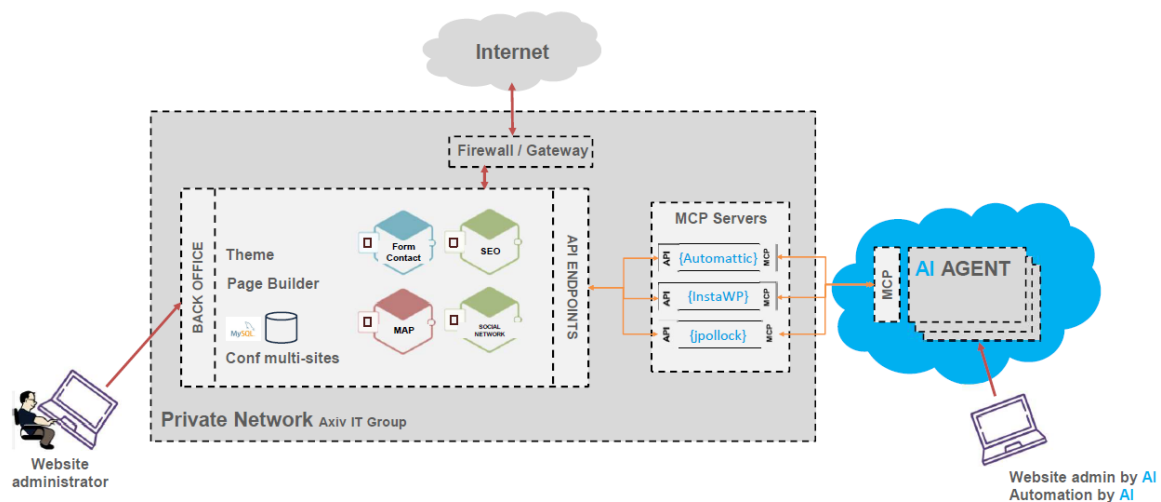
The functionality will include:

- Visitor comments on news and blog articles.
- Administrator approval workflow before publication.
- Comment moderation and deletion tools.
- Anti-spam protection mechanisms.
- Email notification of new comments awaiting review.
- Ability to enable or disable comments per article.
- Support for bilingual Khmer and English comments.
- Public display of publication date and author name.

9. Technical Architecture

The proposed technical architecture will include:

- WordPress CMS.
- Custom theme or adapted professional theme.
- Page builder and reusable content blocks.
- Multilingual plugin.
- SEO plugin.
- Contact form plugin.
- Analytics integration.
- Backup plugin or server-level backup.
- Security plugin or server-level hardening.
- Hosting environment with monitoring.



9.1. Hosting

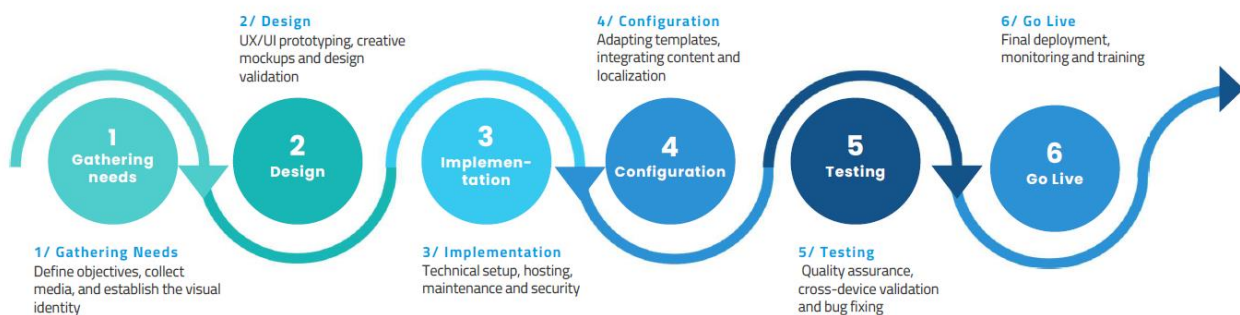
The website will be hosted in a secure professional hosting environment. The hosting service includes:

- Website hosting.
- Corrective maintenance.
- Daily data backups.
- Application monitoring.
- Administration and back-office user assistance during working days and hours.
- Google Analytics statistics.
- Processing, routing, archiving and backup of the website, database and forms.
- Hosting for one year from go-live.

10. Implementation Methodology

Sourceamax Asia proposes a structured six-step approach adapted from previous website management projects.

Step	Phase	Description	Main Deliverables
1	Gathering Needs	Workshops, content collection, functional expectations, brand direction and media inventory.	Needs documentation, sitemap, content inventory.
2	Design	UX/UI design, homepage refinement, internal page templates and responsive design validation.	Validated mockups, design system, page templates.
3	Technical Implementation	WordPress setup, theme configuration, hosting setup, SSL, security and technical foundation.	Staging website, secured environment.
4	Configuration & Integration	Content integration, bilingual configuration, forms, menus, SEO setup and analytics.	Configured website with Khmer and English content structure.
5	Testing	Functional testing, responsive testing, cross-browser testing, SEO checks and bug fixing.	Test report, optimized pre-production version.
6	Go Live	Production deployment, monitoring, administrator training and support transition.	Live website, trained users, support plan.



11. Project Deliverables

Sourceamax Asia will deliver:

- Corporate website for MEMOT Rubber Plantation.
- Bilingual Khmer and English structure.
- WordPress CMS configuration.
- Responsive web design.
- Homepage and internal page templates.

- Products section.
- News section.
- Sustainability section.
- Contact page and form.
- SEO setup.
- Google Analytics 4 integration.
- Google Search Console setup support.
- SSL configuration.
- Hosting for one year.
- Daily backups.
- Corrective maintenance.
- Technical documentation.
- Administrator training.

12. Project Governance

12.1. Sourceamax Asia Responsibilities

Sourceamax Asia will be responsible for:

- Project management.
- Design coordination.
- WordPress implementation.
- Front-end and back-office configuration.
- Bilingual structure setup.
- SEO technical setup.
- Hosting and deployment.
- Testing and bug fixing.
- Training and support.

12.2. MRP Responsibilities

MRP will be responsible for:

- Providing company information.
- Providing validated Khmer and English content.
- Providing product details and technical descriptions.
- Providing photos, videos and documents where available.
- Reviewing and approving designs.
- Performing user acceptance testing.
- Validating the final website before go-live.

12.3. Collaboration Rhythm

The project will include:

- Kick-off meeting.
- Content and sitemap validation.
- Design review.
- Development review.
- Pre-go-live validation.
- Training session.
- Go-live confirmation.

13. Commercial Proposal

The commercial proposal is based on the approved quotation.

Item	Quantity	Unit Price (USD)	Amount (USD)
Development of MRP website using WordPress CMS, design of main pages, design and integration of content, mockups, corrections until go-live	1	4,394.38	4,394.38
Project management: design, template, animation, coordination	1	1,672.50	1,672.50
Hosting of the website, corrective maintenance, daily backups, monitoring, user assistance, Google Analytics statistics, processing/routing/archiving/backup of website, database and forms, for one year from go-live	1	1,654.36	1,654.36
(optionnal) Community engagement module (comments, moderation, anti-spam)	1	496.88	496.88
Subtotal			8,218.12
VAT 10%			821.81
Grand Total USD			9,039.93
Grand Total KHR			36,394,800

Exchange rate used in quotation: 1 USD = 4,026 KHR.

13.1. Optional Annual Hosting and Maintenance Renewal

Following the first year included in this proposal, MEMOT Rubber Plantation may subscribe to an optional annual hosting and maintenance service.

The service includes:

- Website hosting.
- SSL certificate management.
- Daily backups.
- Website and server monitoring.
- WordPress core updates.
- Plugin and theme updates.
- Security hardening and vulnerability management.

- Corrective maintenance.
- Technical support during business hours.
- Backup restoration assistance when required.

The renewal service is invoiced annually and may be renewed each year upon mutual agreement.

Service Annual Price (USD)

Annual Hosting, Monitoring and Maintenance Renewal: 1,654.36 USD / year

The scope of service remains identical to the hosting and maintenance package included during the first year following go-live.

Any major functional evolution, redesign, content production, additional integrations or new developments shall be subject to a separate quotation.

14. Assumptions

The proposal assumes:

- Bilingual website in Khmer and English.
- One corporate website.
- WordPress CMS implementation.
- Content provided and validated by MRP.
- Product information provided by MRP.
- Standard contact forms.
- Standard analytics and SEO setup.
- Standard hosting for one year.
- No e-commerce functionality.
- No customer portal.
- No ERP integration.
- No custom traceability system.
- No paid advertising campaign.
- No professional photo or video shooting unless quoted separately.

15. Exclusions

The following items are not included unless separately agreed:

- Professional copywriting for all pages.
- Khmer-English translation services.
- Professional photography or video production.
- Advanced animation or 3D design.
- E-commerce.
- ERP, CRM or inventory integration.
- Online payment.
- Customer or supplier portal.
- ESG dashboard.
- Investor document automation.
- Paid SEO campaign or Google Ads.
- Social media management.
- Hosting beyond the first year.

16. Future Evolution Roadmap

The website can later evolve with:

- Careers and recruitment section.
- Investor document library.
- Sustainability report archive.
- Certification and compliance library.
- Plantation traceability storytelling.

- Product specification downloads.
- Supplier and customer inquiry workflow.
- Newsletter system.
- Social media content automation.
- AI-assisted content management.
- CRM or ERP integration.
- Dedicated landing pages for international buyers.

This roadmap is not included in the current quotation but is recommended as MRP's digital communication needs mature.

17. Conclusion

Sourceamax Asia proposes to deliver a modern, bilingual and maintainable corporate website that will strengthen MEMOT Rubber Plantation's digital identity in Cambodia and internationally.

The proposed solution combines:

- A strong visual and UX direction.
- WordPress CMS autonomy.
- Khmer and English content structure.
- SEO-ready technical implementation.
- Secure hosting and maintenance.
- A scalable foundation for future digital services.

This project will give MRP a professional communication platform aligned with international standards while remaining practical, maintainable and cost-effective.