E&L

DIGITAL | SOFTWARE | MANAGED IT

Grow Online Packages for Small & Growing Businesses

From R199 a month. Professional websites, hosting, care and support, backed by a community of growing businesses.

DEVELOPMENT ENGINE

CoreTech Holdings (Pty) Ltd

Reg. No. 2025/013859/07 | Sandton, South Africa | coretechholdings.co.za
Package Guide 2026/27 | 14-day free trial for selected clients | Prices in ZAR, excl. VAT

Who we are

Built for small and growing enterprises. One brand to talk to, one engineering team behind it, and a community to grow with.

E&L — the face

Your front door. You sign up, set up your debit order, join the community and get support through E&L, so you always know who to talk to.

CoreTech — the engine

CoreTech Holdings is the registered technology company that develops, secures, hosts and maintains every platform we deliver.

You — the owner

You focus on running your business. Your content, your domain and your data are always yours, and full ownership of the build can transfer at the end of your term.

How it works

1. Discover	2. Design & Build	3. Launch & Host	4. Maintain & Grow
Sign up on E&L, choose a package or a free trial, and secure your debit order.	CoreTech builds your platform. You track progress and approve changes in your client portal.	Approve your site and go live on secure hosting. Your first payment is collected.	Monthly updates, support and community access. Upgrade as your business grows.

Why a monthly subscription?

Benefit	What it means for you
Low or no upfront cost	The build cost is spread across your contract. Get professional quality without a large once-off outlay.
Predictable monthly fee	Design, build, hosting, SSL, backups, security and support all roll into one fee, with no surprise invoices.
Always maintained	Your site or application is monitored, patched and kept current, instead of being built once and left to age.
Scales with you	Move up a tier, add an online shop or commission an app without starting from scratch.
One accountable team	A single point of contact for design, development, hosting and support.

Contract terms at a glance
The longer the commitment, the lower the monthly fee. Every package is priced for 36, 24 or 12 months. Once-off packages and fully custom quotes are also available.

Packages at a glance

Phase 1 focus: websites, care and support, backed by the Growth Community. Shops and apps are available on request.

Service line	Best for	Status	From /month	Once-off from
Website Packages	Businesses needing an online presence or a lead-generating site	Core offer	R199	R6,500
Care & Support Plans	Keeping any website secure, current and supported	Core offer	R350	Hourly rates
Growth Community	Networking, workshops, exposure and peer support for members	Included	Included	N/A
Hosting & Email	Managed hosting, domains and professional business email	Core offer	R120	At cost + setup
Add-On Services	Branding, SEO, compliance, integrations, training	Core offer	Per service	Per service
E-Commerce Packages	Retailers and service providers selling products online	On request	R799	R18,500
Application Development	Portals, dashboards, booking systems, internal tools, mobile apps	On request	R4,500	R45,000
Bundles & Custom	Combined services with a bundle saving, or tailored scopes	Core offer	R850	Quoted

Included with every subscription

- Professional design and build by CoreTech developers
- Managed hosting on secure infrastructure
- SSL certificate and security hardening
- Mobile-responsive design on every device
- Regular backups of your platform
- Uptime monitoring with fault response
- Basic technical support by email
- Training on how to use your platform
- POPIA-aware privacy and cookie basics
- Free discovery call and written quotation

The value of starting with R0 upfront

Option	Upfront	Monthly	What you get
Traditional once-off Starter website	R6,500	Hosting and support extra	You own the site, but pay the full cost before earning from it.
E&L Spark	R0	R199 (about R6.60 a day)	One-page site, hosting, SSL, Growth Community
E&L Build	R0	R349 (about R11.60 a day)	3-page site, own domain connected, mailbox, Google profile, directory listing
E&L Starter	R0	R500 (about R16.70 a day)	5-page site, SEO set-up, monthly changes, community
E&L Business	R0	R1,200 (about R40 a day)	10-page site, forms, analytics, mailbox, Community Plus

Prices shown are for the 36-month term. A business website that wins you one extra customer a month can pay for itself. Shorter terms (24 and 12 months) carry a higher monthly fee.

Website Packages

Your online presence, built, hosted and looked after for one monthly fee, starting at R199.

Entry packages: start small, start today

ONE-PAGE PRESENCE
Spark
R199 /month

- One-page website: about, services, contact
- Free E&L web address
- WhatsApp, call and map buttons
- Mobile-friendly and fast
- Hosting, SSL and backups
- Growth Community access
- Free 14-day trial available

36 mo R199 | **24 mo** R260 | **12 mo** R340

MOST POPULAR
Build
R349 /month

- Up to 3 pages, custom colours and logo
- Connect your own domain
- 1 business mailbox
- Google Business Profile set-up
- Contact form and WhatsApp chat
- Member Directory listing
- Growth Community access
- Free 14-day trial available

36 mo R349 | **24 mo** R450 | **12 mo** R600

STATIC WEBSITE
Starter
R500 /month

- Up to 5 pages with custom design
- Contact form and social links
- Basic on-page SEO set-up
- Hosting, SSL and backups
- 30 minutes of changes a month
- Member Directory listing
- Growth Community access
- Free 14-day trial available

36 mo R500 | **24 mo** R650 | **12 mo** R850

Growth packages: for businesses ready to win more customers

MOST POPULAR
Business
R1,200 /month

- Up to 10 pages designed to convert
- Easy content management and blog
- Enquiry, quote and booking forms
- Analytics, Google Business and SEO
- 1 professional mailbox included
- 2 hours of updates a month
- Growth Community Plus

36 mo R1,200 | **24 mo** R1,550 | **12 mo** R2,050

ESTABLISHED COMPANIES
Professional
R2,200 /month

- Up to 20 pages, bespoke design
- Client portal or login area (optional)
- Multi-language and advanced SEO
- Newsletter and CRM integrations
- 5 mailboxes and monthly report
- 5 hours of updates a month
- Growth Community Plus, priority spotlight

36 mo R2,200 | **24 mo** R2,850 | **12 mo** R3,750

Need more than 20 pages, a membership site or a custom design system?
Our Enterprise Web package is quoted per project. Book a discovery call and we will scope it with you.

Free Trial: Try Before You Pay

Selected small businesses can try Spark, Build or Starter free for 14 days. No payment is taken during the trial.

How the trial works

Days 0–1	Days 2–3	Days 4–13	Day 14
Sign up on E&L, choose your package and approve your debit order. No money is taken.	CoreTech sets up a private preview of your site using your details and logo.	Review it, send content, request tweaks and join the Growth Community.	Happy? Your site goes live and your first payment is collected. Not for you? Cancel before day 14 and pay nothing.

During your free trial	Unlocked after your first successful payment
Private preview link of your website	Public go-live on your web address
Your details, logo and content loaded	Own domain connection or registration
One round of content and layout tweaks	Business mailboxes and Google Business Profile
Onboarding call and client portal access	Extra pages, custom design and integrations
Growth Community access	Monthly support hours, SEO and ongoing care

Who qualifies

Requirement	Detail
Packages	Spark, Build and Starter on a 24 or 36-month term.
Business	New clients who run or are starting a small business. One trial per business and per owner.
Verification	Valid ID or company registration, and a bank account in the business or owner’s name.
Debit order	An authenticated debit order (DebiCheck) is approved at sign-up. Nothing is collected until your trial ends.
Availability	Trial places are limited each month and approved on a first-come basis.

Bigger projects
Business, Professional, e-commerce and application packages start with a free discovery call and a quotation. Our paid discovery workshop is credited to your first month.

The E&L Growth Community

More than a website. Every subscriber joins a network of growing businesses, so you grow with support and visibility.

Business circles
Join circles by industry: retail, services, agri and farms, creatives, trades, tech and start-ups. Ask questions, share wins and find collaborators.

Monthly Grow Sessions
Live online workshops on marketing, pricing, finance basics, tax and compliance, social media and using your website to win customers.

Member Directory
Your business is listed in the E&L Member Directory, so other members and visitors can discover and contact you.

Monthly spotlights
Featured members are promoted across E&L channels, giving you exposure beyond your own audience.

Expert office hours
Book short sessions with E&L and CoreTech specialists for tech, design and growth questions.

Resource library
Ready-to-use templates: invoices, quotes, privacy notices, social posts, policies and checklists.

Referrals & collaboration
Refer a business and earn referral rewards. Partner with other members on joint offers and projects.

Member-only offers
Discounted add-ons, early access to new services and invitations to member events.

Networking events
Meet-ups and an annual showcase where members connect with each other and with potential customers.

Community levels

Level	Comes with	What you get
Community Access	Spark, Build, Starter, Care Basic	Business circles, monthly Grow Sessions, resource library, Member Directory listing (Build and Starter)
Community Plus	Business, Shop Start and above, Care Plus	Everything in Access, plus expert office hours, member spotlight and member-only offers
Community Pro	Professional, Shop Pro, Scale, Care Pro	Everything in Plus, plus priority spotlights, featured partner introductions and early access to new services

Why the community matters
A website helps people find you. A community helps you learn, get seen and win business. Membership is included in every subscription, so you get more than hosting and a template for your monthly fee.

Care & Support Plans

Your website works hard only if it stays secure, current and supported. Add a Care plan to any website, whether we built it or not.

ESSENTIALS
Care Basic
R350 /month

- Weekly backups
- Uptime monitoring
- Security and software updates
- 30 minutes of changes
- Email support within 2 business days

36 mo R350 | **24 mo** R450 | **12 mo** R600

MOST POPULAR
Care Plus
R850 /month

- Daily backups
- Security scans and malware clean-up
- Speed and performance checks
- 3 hours of changes
- Support within 1 business day
- Monthly health report

36 mo R850 | **24 mo** R1,100 | **12 mo** R1,450

MISSION CRITICAL
Care Pro
R1,800 /month

- Real-time monitoring and alerts
- Daily backups with restore testing
- 8 hours of changes or development
- 4-hour business-hours response
- WhatsApp and phone support
- Quarterly strategy review

36 mo R1,800 | **24 mo** R2,350 | **12 mo** R3,050

Platforms not built by CoreTech require a once-off onboarding audit (R1,500 from) before a care plan begins.

What is included in your website subscription, and what Care adds

	Website subscription	With a Care plan
Hosting, SSL and backups	Included	Included, with more frequent backups
Security updates	Basic	Active scans, malware clean-up, monitored alerts
Content changes	15 minutes to 5 hours, by tier	3 to 8 hours of changes or development
Support response	Email support	Faster response, phone or WhatsApp on Care Pro
Reporting and reviews	Business and above	Monthly health report, quarterly review on Care Pro

Hosting, domains and email

Service	Details	Price
Static hosting	Fast, secure hosting for static websites. Included in all Starter subscriptions.	R120 /month
Managed business hosting	CMS and e-commerce hosting with SSL, backups and monitoring.	R350 /month
Cloud application hosting	Scalable hosting for web apps, APIs and databases, with managed deployments.	From R750 /month
Domain registration	Registration and renewal of .co.za, .com and other domains, at cost plus admin.	From R250 /year
Professional business email	Branded mailboxes with spam and virus protection. Microsoft 365 or Google Workspace set-up from R1,500 plus licences.	R45 /mailbox /month

Also Available: E-Commerce & Application Development

Our first-phase focus is websites and care. These services are available on request and quoted per project.

E-commerce

Package	Includes	Monthly (36 mo)
WhatsApp Shop	Up to 20 products, ordering via WhatsApp, payment links, hosting	R799
Shop Start	Up to 50 products, secure checkout, order and stock management, courier set-up	R1,800
Shop Growth	Up to 500 products, promotions, cart recovery, integrations, monthly report	R3,500
Shop Pro	Unlimited products, multi-vendor options, ERP and CRM integrations, priority support	From R6,500

Application development

Package	Includes	Monthly (36 mo)
Launch	Scoped web app or client portal, user accounts, admin dashboard, hosting, 8 development hours	R4,500
Scale	Everything in Launch, workflow automation, integrations, payments, 20 development hours	R9,500
Enterprise	Dedicated capacity, native mobile apps, ERP and CRM integration, service-level agreement	Custom quote

Typical applications: client and project portals, booking systems, membership and loyalty apps, dashboards and reporting, workflow tools and mobile apps.

How to request

Ask your E&L representative or choose Custom Package when you sign up. We start with a free discovery call and a written quotation. Shop and application projects begin with a paid discovery workshop, credited to your first month.

Once-Off Packages

Prefer to own it outright? Pay once for the build and optionally add a care plan afterwards.

Package	What you get	Once-off price
Starter Website	Up to 5-page static website, design, launch and first-year hosting set-up	R6,500
Business Website	Up to 10 pages with content management, forms, SEO set-up and training	R14,500
Professional Website	Up to 20 pages, bespoke design, integrations and advanced SEO	R28,500
Online Shop	Up to 50 products, secure checkout, payment and courier set-up	From R18,500
Web Application (MVP)	Scoped first release of a custom web app with login, database and admin	From R45,000
Mobile App	iOS and Android app with backend and admin dashboard	From R85,000
Brand & Website Starter Kit	Logo, brand colours, Starter website and 5 business mailboxes	R9,950

Once-off projects are billed 50% to start and 50% on completion (larger projects in milestones). Hosting and care plans are billed monthly after launch.

Hourly and project rates

Role	Rate
Software development and engineering	R750 /hour
UI/UX and graphic design	R650 /hour
Technical consulting, IT and digital strategy	R850 /hour
Training and workshops	R1,200 /session
Emergency or after-hours support	1.5x standard rate

Subscription vs once-off: which is better?
A once-off build suits clients with budget available who want to own the asset immediately. A subscription suits clients who prefer cash flow certainty, bundled hosting and support, and continuous improvement. Over a 36-month term the subscription includes hosting and support that a once-off build would bill separately.

Add-On Services Menu

Every extra a modern business needs, available on its own or added to any package.

Service	Description	From
Logo & brand identity	Logo, colour palette, typography and brand guidelines	R3,500
Copywriting	Professional web copy written for your business	R450 /page
Photography & media sourcing	Licensed stock imagery, icons and basic video editing	R1,500
Search engine optimisation (SEO)	Once-off audit and optimisation; monthly SEO retainer available	R2,500 / R1,800 /month
Google Business Profile	Set-up, verification and optimisation for local search	R950
Social media set-up & content	Page set-up, templates and monthly content management	R2,000 / R3,500 /month
POPIA compliance pack	Privacy policy, cookie banner, consent forms and data-handling checklist	R3,500
Payment gateway integration	Card, EFT and instant payment options, configured and tested	R2,500
Booking & appointment system	Online scheduling with calendar sync and reminders	R3,500
Integrations & APIs	Connect your platform to accounting, CRM, ERP, courier and messaging tools	R4,500
Dashboards & reporting	Live business dashboards from your own data	R6,500
Workflow automation	Automate repetitive admin, notifications and document flows	R3,500
Cybersecurity health check	Review of website, email and device security with recommendations	R4,500
Data migration	Move content, products or records from old systems or spreadsheets	R2,500
IT consulting & digital strategy	Technology roadmap, vendor selection and project advisory	R850 /hour
Staff training	Hands-on sessions for your team on your new platform or tools	R1,200 /session

Bundles & Custom Packages

Combine services for a bundle saving, or tell us what you need and we will design a package around it.

Startup Launch | R850 /month
Starter website, brand starter kit, Google Business Profile set-up and 5 business mailboxes. 36 months.

Visible & Supported | R1,890 /month
Business website and Care Plus, with Community Plus. Saves about 8% versus buying separately. 36 months.

Total Care | R3,650 /month
Professional website and Care Pro, with Community Pro. Saves about 9% versus buying separately. 36 months.

Build your own package

Not every client fits a standard box. Choose any combination of website, care plan, hosting and add-ons. Shop and application bundles are available on request. Bundling two or more services earns a loyalty saving of 5–10% on the combined monthly fee.

Step	What happens
1. Discovery call	A free 30-minute call to understand your business, goals and budget.
2. Scope & proposal	We draft the scope, timeline and options (subscription, once-off or hybrid).
3. Written quotation	A clear quote with monthly fee, term, inclusions and exclusions.
4. Agreement & kick-off	Sign the service agreement, pay the first month and we begin.
5. Build, launch, support	Milestone reviews, launch, then ongoing hosting, care and improvements.

Hybrid options

Model	How it works
Deposit + subscription	Pay a smaller upfront deposit to reduce the monthly fee for the contract term.
Once-off build + care plan	Own the build outright and add a monthly care and hosting plan.
Milestone billing	For larger custom projects, pay by milestone, then move onto a support plan.
Upgrade pathway	Start with a Starter website and credit part of the fees toward a higher tier or shop later.

Terms at a Glance

A summary of how our subscriptions work. Full terms are set out in your service agreement.

Topic	Summary
Contract terms	12, 24 or 36 months. Longer terms carry lower monthly fees.
Billing	Monthly in advance by authenticated debit order (DebiCheck) set up through E&L. Choose your debit date. Once-off projects: 50% deposit, balance on completion.
Free trial	14 days, selected clients only. No payment is taken during the trial. Your first debit is collected on go-live. Cancel before day 14 and nothing is charged.
Failed debits	A failed debit is retried once. Services may be paused after 7 days of arrears and resume once the account is up to date.
VAT	All prices are exclusive of VAT, which is added where applicable.
Annual adjustment	Fees may be adjusted once per year, capped at the lower of CPI or 8%.
Ownership	You own your content, domain name and data at all times. Design and source code ownership transfers to you on completion of your full contract term.
Early cancellation	Cancellation before the end of the term requires settlement of the outstanding discounted build value, as set out in the agreement.
Support hours	Monday to Friday, 08:00–17:00 SAST, excluding public holidays. Extended hours available on Care Pro and Enterprise.
Hosting availability	Managed hosting targets 99.5% monthly uptime, excluding scheduled maintenance.
Content & approvals	Project timelines assume content and feedback are provided within agreed periods.
Changes in scope	Work outside the agreed scope or monthly hours is quoted separately before it begins.
Data protection	We process personal information in line with POPIA and sign a data-processing agreement on request.
Third-party costs	Domains, licences, SMS, payment gateway and courier fees are billed at cost.

Frequently asked questions

Can I upgrade my package later?
Yes. You can move to a higher tier at any time. The new fee applies from the next billing cycle.

What if I already have a website?
We can redesign it, migrate it or simply take it over under a Care Plan.

Who owns the website?
You own your content, domain and data always. Ownership of the build transfers when the contract term is complete.

What happens when my term ends?
You can renew, move to a Care Plan only, or take over your platform with a handover pack.

Get Started with E&L

One simple sign-up. E&L is your front door, and CoreTech engineers do the building behind the scenes.

Step	What you do on E&L	What CoreTech does
1. Choose	Pick a package, bundle or free trial.	Confirms scope and availability.
2. Sign up	Enter your business details and upload your ID or registration documents.	Creates your client profile and runs eligibility checks.
3. Secure your debit order	Approve your debit order (DebiCheck). No money is taken during the free trial.	Records the mandate and schedules your first collection.
4. Kick-off	Join the onboarding call and share your logo, colours and content.	Opens your client portal and assigns your developer.
5. Preview	Review your private preview and request tweaks.	Builds your template site or full platform and applies changes.
6. Go live	Approve your site. First payment is collected.	Publishes on secure hosting, connects domain and email.
7. Grow	Use support, join the community and upgrade when ready.	Monitors, backs up, updates and supports your platform.

What we will ask for when you sign up

Business details	Documents	Debit order
Business name, trading name, industry, contact person, phone and email.	ID or company registration, proof of address, logo and brand colours if you have them.	Bank account in your business or personal name, preferred debit date. Approved on your banking app.

E&L
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DEVELOPMENT ENGINE
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