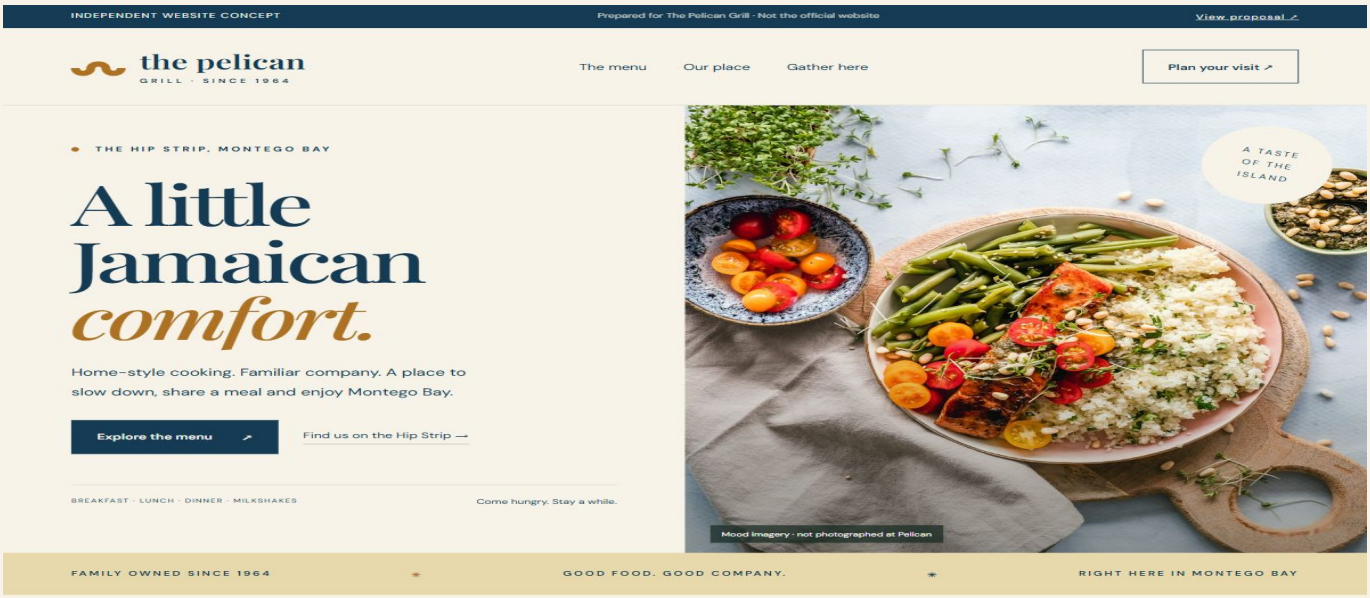
A DEDICATED HOME FOR A MONTEGO BAY ORIGINAL

A familiar name. A clearer online welcome.

A website concept for The Pelican Grill, connecting your family-owned story with the information guests need before they visit.



Concept preview. Mood photographs and proposed typography; final site would use approved Pelican branding and photography.

THE OPPORTUNITY

Your Instagram profile identifies Pelican as family owned since 1964 and already directs customers to WhatsApp for orders. Your Google listing currently links to Facebook. A dedicated website could bring the menu, opening hours, directions and contact options together in one place.

WHAT THE WEBSITE WOULD HELP GUESTS DO

Explore before arriving

Read a phone-friendly menu, browse categories and understand available dining options.

Move from interest to contact

Get directions, call the restaurant or open the existing WhatsApp order channel.

Discover the Pelican story

See approved restaurant and food photography, family history, and a clear route for group enquiries.

A FOCUSED FIRST RELEASE

Build the essentials. Make them easy to maintain.

01 Proposed scope

One responsive website with five sections: Home, Menu, Our Story, Groups & Events, and Visit & Contact. Includes menu category filters, approved menu/prices, photo selection, call and directions links, social links, and a link to the existing WhatsApp channel.

02 Enquiries and ownership

If the team wants an event enquiry form, agree the receiving inbox, staff owner and expected reply time before launch. Enquiries request availability; staff confirm bookings. Include a spam-protected delivery test and clear confirmation message.

03 Suggested delivery

Approximately 10-15 business days after scope, payment terms and assets are agreed: discovery and content collection; design review; build and content entry; phone/desktop checks and launch. Include two consolidated revision rounds. Client review delays may extend the schedule.

04 Fee and ongoing costs

A fixed project fee will be provided after a 15-minute scope discussion. The written quote will separate design/build, hosting, domain renewal, optional maintenance, taxes if applicable, and any third-party charges. This document is a concept proposal, not a priced quotation or contract.

05 Handover and launch

Provide approved site files, account/access handover and a short menu-update guide. Agree who maintains menu prices and hours. Confirm domain control, account ownership, privacy wording and launch approval. Include basic page titles, descriptions and restaurant search metadata; no ranking or revenue guarantees.

Outside the first release

Online payment, a shopping cart, automatic table bookings, live table inventory, POS integration, photography and ongoing advertising would need separate agreement.

NEXT STEP: A 15-MINUTE CONCEPT REVIEW

Confirm the person responsible for the website and marketing, agree the priority guest actions, then prepare a fixed-price scope for approval.

Research: Instagram @thepelicangrill; Facebook /ThePelicanGrillMobay; Google Maps, The Pelican Grill, Montego Bay. Checked 17 November 2026. Current menu, holiday hours and content permissions require restaurant confirmation.