




Contents - Fee Proposal

From Ali El Hussein <Ali@aeconsulting.com.au>

Date Mon 8/18/2025 1:14 PM

To Janna Majed <janna@staysocial.digital>

Cc AE Consulting Admin <admin@aeconsulting.com.au>

 1 attachment (2 MB)

AE Consulting_Project Proposal_V2.pdf;

Hey janna,

Have a read through this and let me know any comments . Also attached a pdf with my comments to read in correlation with the email and other logo email I have sent.

Page 1 – Cover

- **Design Notes:** Monogram AE background (angled, continuous, subtle). Black background, grey AE branding. Large centre text: *“PROJECT PROPOSAL”*. Small text at bottom: *“AE Group”*.
- **Content:** Only title & AE Group branding. Style as per below.



Page 2 – Who We Are (Division-specific)

- **Design Notes:** Magazine-style, vertical strip with division name (AE Consulting / AE Geo / AE Remedial). Use division feature colour. Include fine-line exponential timeline graphic 2018–2025.
- **Content:** **Text describing the division + short history. Timeline text (year + milestone). Look at image for style.**

For AE Consulting, the below is the content.

AE Consulting Engineers is a multidisciplinary engineering consultancy delivering fast, buildable, and cost-effective solutions across New South Wales.

We provide expert services in:

Structural engineering – delivering documentation that aligns with architectural intent and real-world construction methodology

Stormwater design – producing council-compliant drainage strategies with practical site-specific outcomes

Civil engineering – supporting projects with functional, code-compliant external works and site servicing design

Remedial engineering – providing tailored design advice and solutions for structural repair and performance upgrades

Dilapidation reporting – offering clear, professional documentation to record and protect surrounding assets during construction

Our team works closely with architects, builders, certifiers, and developers to deliver documentation that's practical, compliant, and tailored to real-world site conditions.

With strong communication, professional consistency, and in-depth knowledge of site constraints, AE Consulting Engineers is trusted by industry professionals across NSW.

AE Consulting Engineers operates under the AE Group brand — a collective identity representing both AE Consulting and AE Geotechnical. AE Group is a visual brand only and does not trade as a legal entity. All services are delivered directly by AE Consulting Engineers Pty Ltd and/or AE Geotechnical Pty Ltd under their respective ABNs.

(This AE Group reference is included for branding purposes only and can be adjusted as needed.)



- **Design Notes:** Minimal layout, use AE Group base palette + division feature colour. Include “By the Numbers” infographic (fine-line graph/infographic style).
- **content:** Key selling points (one-stop shop, builder-friendly, fast turnaround, trusted by architects/builders, council-ready).
Numbers/statistics if available. REFER TO BELOW FOR CONTENT

One-Stop Engineering Team

We offer structural, stormwater, civil, remedial, geotechnical and dilapidation services under one roof — streamlining coordination, saving time, and reducing errors.

Builder-Friendly Designs

We don’t just design for compliance — we design to be built. Our solutions are practical, efficient, and informed by real construction methodology.

Fast Turnaround & Clear Communication

Our average turnaround is 7–10 business days, with express options available. You'll always know where your job is at, with clear expectations and updates throughout.

Trusted by Industry Professionals

Over 50+ repeat clients — including top-tier architects and builders — trust us for reliability, consistency, and no-fuss engineering.

Council Ready. Site Ready.

Every design is prepared with compliance and construction in mind. We understand what certifiers require and what contractors expect on-site.

Page 4 – Scope of Works

- **Design Notes:** Magazine-style black/grey skinny middle column layout (no dot points, sleek text blocks). Include client details in side column.
- **Content:** Scope of works per project. Client/project details.



Page 5 – Pricing / Fee Proposal

- **Design Notes:** Merge pricing, fee structure, and variations onto one clean page. No “project duration.” Use magazine style, professional layout.
- **Content:** Pricing breakdown by discipline (structural, stormwater, civil, remedial, geo).

Page 6 – Terms & Conditions

- **Design Notes:** Magazine-style black background, white writing, skinny middle column.
- **Content:** Final terms & conditions text (we’ll adapt once you provide).

Page 7 – Terms of Acceptance

- **Design Notes:** Signature page, styled to match proposal (magazine minimal).
- **Content:** Acceptance wording + signature section.

Page 8 – Thank You Page

- **Design Notes:** Match Page 1 (monogram AE design). Add “Thank You” text. Include website links, emails, contact details, QR code to Instagram.
- **Content:** Contact details + thank you message.

A

Kind regards,



Ali El Hussein

Director

B.E. (Civil-Structures), Dip.Eng.Prac., MIEAust

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