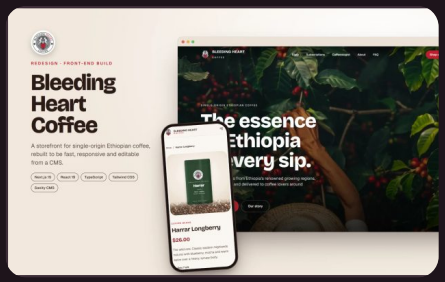
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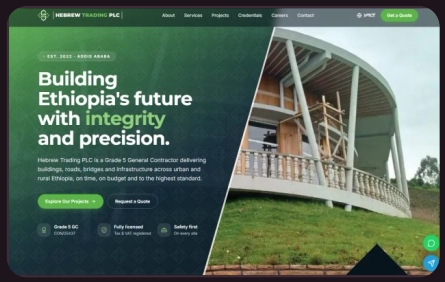
STUDIO BROCHURE · 2026

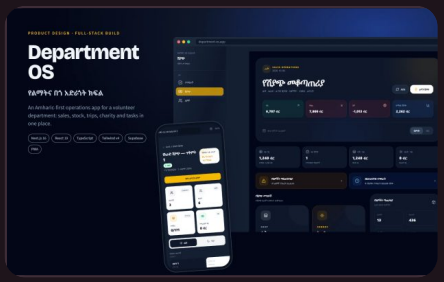
DESIGN & SOFTWARE STUDIO · ADDIS ABABA

We turn ambitious ideas into working ~~systems.~~

Websites, business software and practical AI for businesses across East Africa and the UK. Fair prices, clear scope, and you own everything we make.







Prices in this edition

International · USD

WHAT WE DO

One studio. Clear outcomes.

Fair starting prices, scoped before you commit and paid in stages. No surprises.

Growth Websites

Positioning, design and development for businesses that need more credibility and better enquiries.

- Strategy & positioning session
- Up to 12 custom pages you can edit
- Copywriting for key pages
- Two languages, e.g. English + Amharic
- 60 days of free care

From $3,235
3–5 weeks

Online Shops

A shop your customers can buy from on their phones, with the payments they already use.

- Everything in Growth
- Up to 50 products set up for you
- Telebirr, M-Pesa or card payments
- Orders, stock and discount codes
- 60 days of free care

From $4,555
4–6 weeks

Business Systems

Company-wide systems and ERP: departments, approvals, projects, stock, finance and management dashboards in one place, built around how your organisation really works.

- Discovery workshops with each department
- Phased delivery, with a pilot before everyone
- Roles, approvals and a full audit trail
- Management dashboards and reports
- Training for your staff, and you own the code

From $7,790
3–9 months

Mobile Apps

An app for iPhone and Android, built once for both, with an admin to run it and store listings to launch it.

- iPhone and Android, one codebase
- Admin dashboard to manage it
- App Store & Google Play publishing
- Push notifications & payments
- 90 days of support

From $10,430
10–16 weeks

Launch Website

A custom-designed site, live in 2 weeks: up to 5 pages, Google setup, 30 days of free care.

From $1,315

Care Plan

Hosting plus updates, daily backups, monitoring, an hour of changes a month and a report.

From $78/mo

Hosting Plan

Keeps your site online, secure and backed up, with your domain renewed. No changes included.

From $16/mo

AI Integration

Practical automation inside your website or systems, scoped to the value it brings.

Scoped to value

HOW WE WORK

1 3–5 days

Clarity

We define the business outcome, the users and the real constraints.

2 1 week

Direction

We shape the system, content and visual language before the build grows.

3 3–8 weeks

Build

You see working progress at regular, deliberate review points.

4 3–5 days

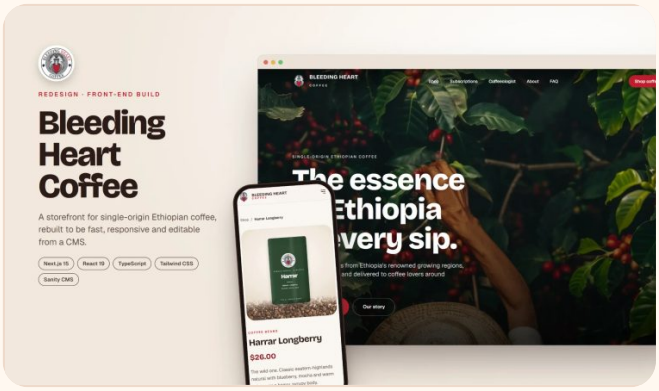
Launch

We test, deploy, hand over — and stay accountable after release.

Prices are starting points in USD. Every project is scoped and quoted in writing before you commit.

SELECTED WORK

Proof through products.

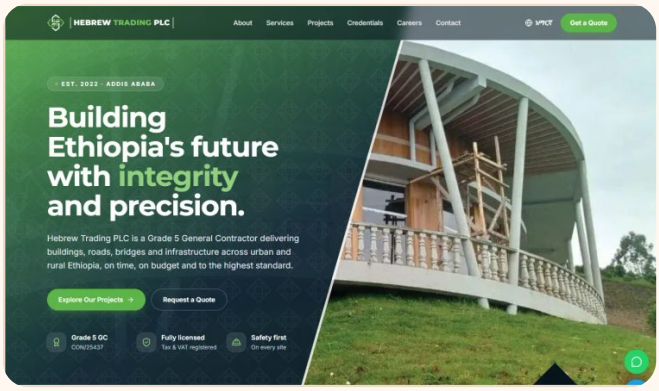


E-COMMERCE REDESIGN · E-COMMERCE · AUSTRALIA & UK

Bleeding Heart Coffee

An audit and rebuild for a single-origin Ethiopian coffee brand selling to Australia and the UK — from a broken, heavy storefront to a fast shop the owners edit themselves.

0.6 MB home page download

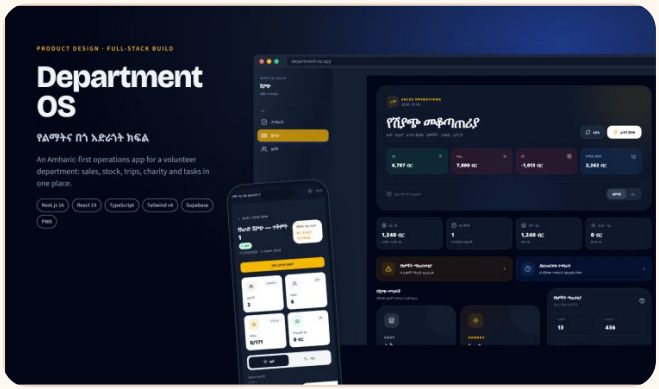


CORPORATE WEBSITE · CONSTRUCTION · ADDIS ABABA

Hebrew Trading PLC

A bilingual corporate website for a Grade 5 construction contractor — built to earn trust from government and private clients, show the work, and turn visitors into quote…

2 languages — English and Amharic, one tap apart on…

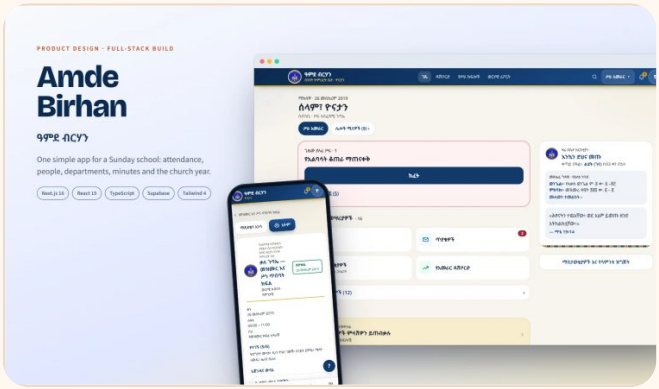


OPERATIONS APP · NON-PROFIT · ADDIS ABABA

Department OS

One app for a volunteer department's sales, stock, trips, charity and tasks — where each person sees only the part they're responsible for.

25+ screens and flows, in the language its users work…



OPERATIONS APP · EDUCATION · ADDIS ABABA

Amde Birhan

A simple app that runs a volunteer-led school: attendance at the door, who serves where, requests between departments, meeting minutes and the day's readings.

94 screens, one consistent and simple design

Full case studies, screens and more projects at **shifstudio.com/work**

WHY SHIF

A small studio with an international standard.

SHIF comes from a family signature. We put it on every project we are proud of, because in the age of AI, human craft and judgement still matter.

You own everything

All code, design files and content transfer to you at launch. No lock-in.

Paid in stages

A deposit to start, the balance at launch. Bigger systems go phase by phase.

Progress you can see

Working previews at regular review points, not a big reveal at the end.

Built for your market

In English and the language your customers speak, fast on real phones and networks.

WHAT HAPPENS NEXT

1. A reply within one working day
2. A 30-minute call about your goals
3. A written scope and price within 5 days

Let's make it real.

Scan to send a two-minute brief, or write to us directly.

shifstudio.et@gmail.com
shifstudio.com
+251 92 348 4444 (call or WhatsApp)
SHIF Studio · Addis Ababa