

eCOMMERCE WEBSITE PROPOSAL

To Maxsell



EarnWealth HQ

07th May 2024

Dear Sir,

Greetings from Speed Tech, a subsidiary of EarnWealth Solutions Pvt Ltd. We appreciate your interest in partnering with us to grow your business.

We would like to take this opportunity to introduce ourselves. EarnWealth Solutions was established in 2014 as India's leading social commerce fintech provider. Over the years, we have expanded our offerings to provide a broader range of solutions to our customers. Our team, with 8+ years of experience in helping businesses digitally transform across the globe, works closely with you to understand your unique digital customer journey and develops innovative solutions to meet your specific needs. As one of the top IT solutions providers, we have helped clients across various industries and regions enhance their businesses and differentiate their brands through human-centric digital experiences.

Speed Tech, as a part of EarnWealth Solutions, is currently India's premier IT solutions provider. We understand that many businesses enter the market to solve a problem, and we are dedicated to solving the problems of those businesses. We take on a significant portion of the workload, allowing our clients to focus on improving their products while we manage their sales, marketing, and support needs. We are convinced that innovative and groundbreaking businesses like yours should focus on their product while we take care of the rest. We understand that the IT field can be complex, but you can trust us to handle it for you so that you can focus on what you do best. In the end, what matters is that your revenue numbers are going up, and we will help you increase your returns. Some of our satisfied clients include CASHe, Early Salary, Upwards, Money Tap, NutsMojo, and Spicever.

Let's work together to build your brand and multiply your sales.

Let's grow together & EarnWealth.

Thanks & Regards



Divjot Singh

Director & CTO

1 Summary

This proposal outlines a comprehensive solution that includes a robust e-commerce suite, user-centric Contact Us and About Us pages, and well-organized Categories Pages.

The platform can be either created from scratch or using open source technology Magento. For reference we have share cost of both options.

2 Scope of Work

2.1 Marketing, Promotions, and Conversion Tools:

2.1.1 Related Products, Up-sells, and Cross-sells:

- ◆ Enhance product discoverability by suggesting related items.
- ◆ Implement up-selling strategies to encourage customers to choose higher-end products.
- ◆ Cross-sell complementary products to increase the average order value.

2.1.2 Product Price Configuration:

- ◆ Set minimum advertised prices to maintain brand integrity and prevent price erosion.
- ◆ Multiple prices for reseller, distributor, and customer.
- ◆ Multiple prices based on quantity slabs.
- ◆ Control how products are promoted to ensure adherence to pricing policies.

2.1.3 New Items Promotional Tool:

- ◆ Highlight and promote newly added products.
- ◆ Implement promotional tools to increase visibility and sales for these items.

2.1.4 Persistent Shopping Cart:

- ◆ Allow users to retain their shopping cart across sessions.
- ◆ Enhance user experience by saving cart contents for future visits.

2.2 Site Management:

2.2.1 Control Website and Store from One Administration Panel:

- ◆ Centralized control for efficient management of the entire eCommerce platform.
- ◆ Streamline updates, content management, and product additions.

2.2.2 Administration Permission System Roles and Users:

- ◆ Define roles and permissions for administrators.
- ◆ Control access levels to sensitive areas of the administration panel.

2.2.3 Content Management System for Informational and Landing Pages:

- ◆ Manage and update non-product content seamlessly.
- ◆ Optimize landing pages for both user experience and search engines.

2.2.4 Tax Rates per Product Type:

- ◆ Configure tax rates based on the products.
- ◆ Tailor tax rates to specific product types to adhere to regional regulations.

2.3 Search Engine Optimization:

2.3.1 100% Search Engine Friendly:

- ◆ Optimize the entire platform for search engines to improve visibility.
- ◆ Enhance the chances of appearing in search engine results.

2.3.2 Google Site Map:

- ◆ Generate and submit a sitemap to Google for efficient indexing.
- ◆ Ensure that search engines are aware of the site's structure.

2.3.3 Search Engine Friendly URL's:

- ◆ Implement clean and descriptive URLs for better user experience and search engine ranking.
- ◆ Optimize URL structures to include relevant keywords.

2.3.4 URL Rewrites Give Full Control of URL's:

- ◆ Customize URL rewrites to enhance SEO and maintain control over URLs.
- ◆ Create user-friendly and easily understandable URLs.

2.4 Catalog Management:

2.4.1 Simple, Configurable, Bundled, and Grouped Products:

- ◆ Manage a variety of product types, from simple to complex configurations.
- ◆ Offer bundled and grouped products for flexibility and value.

2.4.2 Create Price Points for Customers:

- ◆ Implement tiered pricing structures for different customer segments.
- ◆ Encourage loyalty and repeat purchases through personalized pricing.

2.4.3 Unlimited Product Attributes:

- ◆ Define and manage a wide range of product attributes.
- ◆ Cater to diverse product specifications and variations.

2.4.4 Attribute Sets for Quick Product Creation:

- ◆ Streamline product creation by using predefined attribute sets.
- ◆ Expedite the addition of different types of items.

2.4.5 Inventory Management with Backordered Items:

- ◆ Track and manage inventory levels, including backordered items.
- ◆ Provide transparency on product availability.

2.4.6 Advanced Pricing Rules and Support for Special Prices:

- ◆ Set complex pricing rules based on various conditions.
- ◆ Run promotions with special pricing for specific time frames.

2.4.7 Moderated Product Tags and Reviews:

- ◆ Moderate and manage user-generated product tags.
- ◆ Control and curate customer reviews for authenticity.

2.4.8 Customer Sorting - Define Attributes for Customer Sorting:

- ◆ Allow customers to sort products based on attributes like price, brand, etc.
- ◆ Enhance the browsing experience by facilitating personalized sorting.

2.5 Product Browsing:

2.5.1 Multiple Images per Product:

- ◆ Showcase products comprehensively with multiple high-quality images.
- ◆ Enable customers to make informed decisions with visual clarity.

2.5.2 Product Image Zoom-in Capability:

- ◆ Implement a zoom feature for product images.
- ◆ Enhance the user experience by allowing a closer look at product details.

2.5.3 Related Products and Upsell:

- ◆ Suggest related products to encourage additional purchases.
- ◆ Upsell by showcasing higher-end alternatives to increase order value.

2.5.4 Stock Availability:

- ◆ Clearly display product availability status.
- ◆ Manage customer expectations regarding product availability.

2.5.5 Product Option Selection:

- ◆ Provide customizable options for product variations (e.g., size, color).
- ◆ Allow customers to tailor products to their preferences.

2.5.6 Add to Wish List:

- ◆ Enable customers to save desired products for future reference.
- ◆ Encourage return visits and purchases.

2.5.7 Send to a Friend:

- ◆ Facilitate easy sharing of product information.
- ◆ Leverage social connections for increased visibility.

2.6 Checkout, Payment, and Shipping:

2.6.1 Easy Checkout:

- ◆ Simplify the checkout process to minimize friction.
- ◆ Allow user to buy the products.
- ◆ Admin approval on orders.

2.6.2 Shopping Cart:

- ◆ Allow users to add items to their shopping cart.
- ◆ Support a convenient and persistent shopping experience.

2.6.3 Shopping Cart with Tax and Shipping Estimates:

- ◆ Provide transparent cost breakdowns with tax and shipping estimates in the shopping cart.
- ◆ Help customers make informed purchase decisions.

2.7 Customer Accounts:

2.7.1 Account Registration

- ◆ Create a form to register as reseller, distributor, and customer

2.7.2 Account Dashboard:

- ◆ Provide customers with a centralized dashboard for account management.
- ◆ Enhance user experience with easy access to key account-related information.

2.7.3 Wish List with Ability to Add Comments:

- ◆ Enable customers to create and manage wish lists.
- ◆ Allow the addition of comments to enhance wishlist functionality.

2.7.4 Order Status and History:

- ◆ Display detailed order history with status updates.
- ◆ Keep customers informed about the progress of their orders.

2.7.5 Re-orders from Account:

- ◆ Simplify the purchasing process by allowing customers to easily reorder previous items.
- ◆ Encourage repeat business with a streamlined reordering feature.

2.7.6 Recently Ordered Items:

- ◆ Showcase recently purchased items for quick reference.
- ◆ Facilitate easy access to products of interest.

2.7.7 Default Billing and Shipping Addresses:

- ◆ Enhance checkout efficiency by allowing customers to set default addresses.
- ◆ Save time for returning customers during the order process.

2.8 Customer Service:

2.8.1 Contact Us Form:

- ◆ Provide an easy-to-use contact form for customer inquiries.
- ◆ Streamline communication between customers and support teams.

2.8.2 Create and Edit Orders from the Admin Panel:

- ◆ Offer administrators the ability to create and edit orders.
- ◆ Facilitate efficient order management and customer service.

2.8.3 Feature-rich Customer Accounts:

- ◆ Provide customers with feature-rich accounts for a personalized experience.
- ◆ Enhance engagement through account-based features.

2.8.4 Order History with Status Updates:

- ◆ Display a comprehensive order history with real-time status updates.
- ◆ Keep customers informed about the progress of their orders.

2.8.5 Order Tracking from Account:

- ◆ Enable customers to track their orders directly from their accounts.
- ◆ Provide real-time visibility into order with Shipping integration (Delhivery, Shiprocket).

2.8.6 Password Reset Email from Front-end and Admin Panel:

- ◆ Allow users to reset passwords conveniently from both the front-end and admin panel.
- ◆ Enhance account security and user accessibility.

2.8.7 Notifications and Alerts

- ◆ Integrate email and notifications.

2.9 Analytics and Reporting:

2.9.1 Admin Dashboard for Report Overview:

- ◆ Provide administrators with a centralized dashboard for a quick overview.
- ◆ Summarize key metrics for efficient decision-making.

2.9.2 Sales Report:

- ◆ Generate detailed reports on sales performance.
- ◆ Analyze trends, track revenue, and identify opportunities for growth.

2.9.3 Tax Report:

- ◆ Compile comprehensive reports on tax-related transactions.
- ◆ Facilitate compliance and financial reporting.

2.9.4 Abandoned Shopping Cart Report:

- ◆ Identify and analyze instances of abandoned shopping carts.
- ◆ Implement strategies to recover potential sales.

2.9.5 Best Viewed Products Report:

- ◆ Determine the most popular and viewed products.
- ◆ Optimize marketing strategies based on product popularity.

2.9.6 Best Purchased Products Report:

- ◆ Identify and promote top-selling products.
- ◆ Optimize inventory and marketing efforts.

2.9.7 Low Stock Report:

- ◆ Receive alerts and reports on low stock levels.
- ◆ Streamline inventory management and avoid stockouts.

2.9.8 Search Terms Report:

- ◆ Analyze customer search queries within the platform.
- ◆ Optimize product listings and search functionality.

2.9.9 Product Reviews Report:

- ◆ Compile reports on customer-submitted product reviews.
- ◆ Gain insights into customer opinions and preferences.

2.9.10 Tags Report:

- ◆ Generate reports on product tags submitted by customers.
- ◆ Enhance catalog organization based on user-generated tags.

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2.9.12 Optional Features:

- ◆ Quick Order Form to facilitate repeat orders by customers.
- ◆ Quote Management Workflow for a streamlined quote management workflow, including quote approval processes, version tracking, and integration with CRM systems.
- ◆ Adding Hindi as another language for user friendliness.

3 The consolidated list of features that will be implemented is below

OVERVIEW & SPECIFICATIONS	Will it be implemented
SUPER ADMIN	YES
1. Add/Update/Delete Machines	YES
2. Add Machines with Specified Categories, Machine Name, Machine Images, Pricing (As per Buyers roles), Machine Description, Machine Features, Machine Specifications	YES
3. Add/Update/Delete Spare Parts	YES
4. Add Machines with Specified Categories, For Specific Machine, Spare Part Name, Spare Part Images, Pricing (As per Buyers roles), Spare Part Description, Spare Parts Features, Spare Part Specifications	YES
5. Verify buyer's registration request (Verify or Block buyers)	YES
6. Restrict Minimum(Applicable if more than it) and Maximum quantity that buyers can buy at a time	YES
7. Add pricing slab-wise for every product	YES
8. Receive Purchase order request	YES
9. Send quotation in case of corporate customer order purchase request	YES
10. Track & Manage the order	YES
11. Add discount to purchase order in AMOUNT or PERCENTAGE	YES
12. Generate invoice on final price auto detect GST type State wise (Invoice in .pdf Format)	YES
13. Buyers History (Buyers Details, Order Details, Tickets, and more)	YES
14. Reports and Analytics	YES
15. Specify sub-admin users role	YES
16. Promotional Banner to be visible on Buyer's portal	YES
BUYERS CUSTOMERS	
1. Buyers are Dealers, Distributors, Corporate Customers (End Customers)	YES
2. Buyers' Registration as Dealers, or Distributors, Corporate Customers(End Customers)	YES
3. Get verification through SMS/E-MAIL/PUSH-NOTIFICATION	YES
4. Buyers Login	YES
5. Machines and Spare Parts(Category Wise) visible to the Buyers with pricing	YES
6. Buyers can see the product details (For corporate customer login, MRP will be visible only)	YES
7. Search for Machine Name and Spare Parts Name	YES
8. Buyers Cart	YES
9. Buyers Wish List	YES
10. Buyers Checkout with Remarks if any	YES

11. Buyers place purchase orders (If the buyer is a Corporate Customer, it will place an order request with its own entered special price negotiated with Maxsell and place the order.)	YES
12. Buyers order history	YES
13. Buyers order tracking	YES
14. Help and Support Page (Contact us)	YES
15. Tickets : Buyers can raise order dispute or help request	NO
a. Ticket Generated (Buyers will generate ticket after login for specific order number)	NO
b. Ticket Reviewing (Admin will provide support to the buyers and help resolving their queries)	NO
c. Ticket Closed	NO
16. Order Management (Keep track of order status delivery)	YES
a. Order Placed	YES
b. Order Approved	YES
c. Order Dispatched	YES
d. Order Delivered	YES
e. Order Quality Verified	YES
f. Order Returned	YES
g. Order Replaced	YES
h. Order Cancelled	YES
i. Order Rejected	YES
j. Order Closed (after product delivery, get confirmation from buyers)	YES
17. Saved delivery addresses	YES
18. Buyers Profile	YES
For every event, whenever it's required to notify a customer, we will schedule an EMAIL, SMS, or PUSH-NOTIFICATION	1. Emails will be configured. 2. SMS/WhatsApp/Pushnotifications Required Special APIs to be bought by clients and the cost of it will be extra and the client will be responsible for those APIs, there will be a recurring cost for Per message

4 Deliverables out of Scope

- **Product Configuration:** The client will configure products by themselves.
- **License Fees for any third-party software:** In the development, if any third-party service/theme/plugins are required, then the client must bear the License cost.
- **Govt Taxes:** In the case of IT services, Govt. charges, GST which is typically 18%. The customer will be liable to pay all the taxes. We will provide a GST invoice upon sharing the GST Number.

5 Acceptance Criteria

Any acceptance of this project must sign off on the sign-off document based on the project milestone by the client's authorized person. The following table is Acceptance Milestones and Criteria:

Acceptance Milestones	Criteria
Project Agreement Sign-Off	Before the commencement of work
Design and Development of the platform	Users review all the designs verify data in design and sign off.
Complete on UAT	Users review UAT and sign off.
Complete System Deployment	Launch on the Production environment and sign off.

6 Assumption

This IT Project proposal and the pricing and schedule data provided herein assume the following:

1. Mutually acceptable terms and conditions will be negotiated between Maxsell and Speed Tech, which will govern the work to be performed.
2. The client will be responsible for supplying all relevant images associated with personal content for use within the application.
3. The client will be the provider of textual content and images wherever they are required for the development process.
4. Client will configure the products.
5. Should any third-party APIs, or plugins be required, client will provide their integration kit and provision. Speed Tech will convey the third-party api requirement to Maxsell.
6. Maxsell team will provide prompt feedback within 2 working days on any interim and final deliverables. Any delay in providing feedback or approval could impact the estimated schedule and estimated number of hours for the project and final go-live. In addition, the estimated schedule and the number of hours assume only one round of comments on final deliverables.
7. Any enhancement from the standard functionalities are out of scope and will be built as per actuals.

7 eCommerce Platform using open source

i. eCommerce Platform using Magento

Sr	Description	Duration	Total Cost (Before Tax)	Total Cost (with 18% GST)
1	eCom Platform Deployment	35 Working Days	₹ 61,500	₹ 72,570

<p>Includes:</p> <ul style="list-style-type: none"> • Integration with Tally for inventory and price management. • Shipper's integration for Delhivery/Shiprocket. • Configuration of 10 products • Website Design Plugin implementation 			
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ii. Tech Stack

- Web Frontend: HTML, CSS, Jquery
- Backend: PHP Magento
- Database: MySQL

8 Payment Terms

If Maxsell wishes Speed Tech to go forward with the project, here is the schedule for payment of the fee:

- 1st Installment before Initiation of project - ₹ 20,000 + 18% GST = ₹ 23,600.00
- 2nd Installment before UAT - ₹ 20,000 + 18% GST = ₹ 23,600.00
- 3rd Installment before going live - ₹ 21,500 + 18% GST = ₹ 25,370.00

Speed Tech will launch the application when requested, providing that there is no balance due.

9 For AMC

For AMC, Rs 1,200/- PM (If paid for 6 months, then it will be 6000 and if paid for 12 months, it will be 10,000).

This fees will cover following:

1. Hosting the platform on Ubuntu OS, 1 vCPU, 6GB Memory, storage - 40GB
 - a. If the infra requirement increases the configuration mentioned above, then we will share the updated cost.
2. Infra support for Maintenance or Performance tuning will be provided as complementary.

For any enhancements/bug fixes, the support will be charged at Rs 900 per hour.

10 IMPS/NEFT/RTGS Details

Account Holder: EarnWealth Solutions Private Limited

Bank Name: IDFC First Bank

Account Number: 10032937815

IFSC Code: IDFB0041357

Type of Account: DSA Dynamic Business Account

SWIFT Code: IDFBINBBMUM

For: Maxsell	For EarnWealth Solutions Private Limited
Authorized Signatory	Authorized Signatory
Name: Title: Date:	Name: Divjot Singh Title: Director and CTO Date: 01-03-2024

Look forward to hearing from you & onboarding you as our esteemed client.

