4. Scope of Work	Westgate	Cresta	Tyger Valley	Pavilion	Mimosa	Menlyn
4.1. General Development:						
4.1.1. Mobile-First Website Development:	x	x	x	x		
4.1.2. Dynamic home page optimized for media placement.	x	x	x	x		
4.1.3. Customizable headings, images, and text on the home page.	x	x	x	x		
4.1.4. Integration with analytic tool for shopping insights.	x	x	x	x		
4.1.5. Integration of editorial content with a product and category focus.	x	x	x	x		
4.1.6. Automated movie feed directly from the movie vendor or company, constantly updated.	x	x	x	x		
4.1.7. Events page.	x	x	x	x		
4.2. Store Directory:			x	x		
4.2.1. **Develop a comprehensive store directory featuring:**						
4.2.1.1. Store images, category, description, and contact details.	x	x	x	x		
4.2.1.2. Location on the map (closest entrance and parking triangulated).	x	x	x	x		
4.2.1.3. Brands sold in each store. (searchable).	x	x	x	x		
4.2.2. **Unique Trading Hours:**						
4.2.2.1. Include unique trading hours for each store, encompassing regular hours and holiday operating hours schedules.	x	x	x	x		
4.2.3. **Link to Store Website:**			x	x		
4.2.3.1. Provide a direct link to the website of each store for additional information.		x	x	x		
4.2.4. **Online Bookings:**						
4.2.4.1. Enable online bookings for ticket sales and events, collaborating with any preferred partners.		x	x	x		
4.2.5. **Search Functionality:**						
4.2.5.1. **Enable robust search functionality for the store directory by:**						
4.2.5.1.1. Name.	x	x	x	x		
4.2.5.1.2. Category.	x	x	x	x		
4.2.5.1.3. Products.	x	x	x	x		
4.2.5.1.4. Brands.	x	x	x	x		
4.2.6. **Interactive Map:**						
4.2.6.1. Implement an interactive map preloaded with store locations, allowing users to visually identify store positions within the shopping centre.		x	x	x		
4.3. Future functionality, Application Programming Interface						
4.3.1 Ensure the capability of possible future integrations of technology development and potential e-commerce functionality.		x	x	x		
4.3.2 Include features for online shopping, cart management, and secure transactions.		x				
4.3.3 Gift Cards:						
4.3.3.1 Integrate a gift card purchasing system within the e-commerce functionality.	x	x	x	x		
4.4 Centre Information:						
4.4.1 Location and contacts with Google Maps.	x	x	x	x		

No.	Description						
4.4.2	Trading hours with a Google API indicating peak times.	x	x	x	x		
4.4.3	Parking information with Google Maps.	x	x	x	x		
4.4.4	Travel options (train, bus, taxi, uber, bicycles) with Google Maps.	x	x	x	x		
4.5	**Facilities:**						
4.5.1	Info desk, security offices, baby change rooms.	x	x	x	x		
4.5.2	Map locations with the closest access.	x	x	x	x		
4.5.3	Events and promotions pages.	x	x	x	x		
4.5.4	Online bookings and ticket sales for events using preferred partners.	x	x	x	x		
4.6	**Store Focus:**						
4.6.1	Feature tenant specials.	x	x	x	x		
4.6.2	New stores.	x	x	x	x		
4.7	**Newsletter:**						
4.7.1	User-friendly signup page.	x	x	x	x		
4.7.2	News page housing categorized content from newsletters.	x	x	x	x		
4.7.3	Development of a brand-aligned newsletter template.	x	x	x	x		
4.7.4	Newsletter sending service with associated fees.	x	x	x	x		
4.7.5	Development of a content strategy addressing subjects, tones, and formats.	x	x	x	x		
4.8	**Content Management System (CMS):**						
4.8.1	Implement a robust and user-friendly CMS to enable easy updates and modifications to various aspects of the website.	x	x	x	x		
4.8.2	**Manage CMS control over:**						
4.8.2.1	Home page elements: headings, images, and text.	x	x	x	x		
4.8.2.2	Store directory details: images, descriptions, trading hours, etc.	x	x	x	x		
4.8.2.3	Editorial content: product and category focus.	x	x	x	x		
4.8.2.4	Events page updates.	x	x	x	x		
4.8.2.5	News page content.	x	x	x	x		
4.8.2.6	Newsletter content and templates.	x	x	x	x		
4.8.2.7	Any other dynamic content areas.	Bulk SMS link			Blogs or social media feed/link		