**Maintenance plan**

Maintenance costs will be around $30,100. They will comprise mostly of the different types of maintenance that we perform throughout the year, costs of developers, testing, monthly charges for acquiring and keeping a domain, annual payment for the platform where our application will be launched and some other charges for the marketing purpose as well.

The first thing that we will need is going to be able to hire developers that would be efficient in helping us look for bugs or basically perform corrective maintenance. It could cost us around $3000 dollars per year. Testing periodically could be about $5000 dollars. Acquiring a domain would cost us around $300 and $100 for keeping it every month. Since we will be launching our web application on a reputable platform, it will be added to our monthly pricing plan as well. It should be around $100 upfront cost and then if we are outsourcing the development for our application to other companies, so we estimate it to be $900.

One of our biggest focuses would be to keep everything updated and to keep the users attracted to our application for which push notifications is the best tool for us. Considering the costs of push notifications, it should be about $200 per month, altogether $2400 per year. There will be other marketing charges if we are to create an ad for our application or if we are to put it up on billboards etc. This amount will be around $300 per month, making it $3600 per year. To process the payment from the user, we will use a third party to process the payments for us which will also incur charges. So, that would be around $10 per customer.

Then comes the Database management software costs. Since our application heavily uses the concept of storing user’s information such as their name, and pet’s appearance, and make a proper individual user record for every report filed on our application, it will require us to use a scalable database software that will securely store those records in their software storage. For that, the amount would be around $300 per month, which would give us a total of $3600 per year. We will have to reserve funds for emergency maintenance in case our servers go down or something goes wrong with our website. We would reserve $5000 for that.

Lastly, to make the application up to date with customers’ requirements and to keep it more customer friendly, from time to time, we will have to make changes to our user interface and add new features. This could cost us around $5000 as we will have to hire other developers or even if we use the same developers, there will be costs to it.

**The breakdown of the above costs is below:**

Hiring developer or developers: $3000

System Testing: $5000

Domain costs: $300+(monthly costs)=$1500

Launching platform costs: around $100+(any cost related to outsourcing to other companies or sites): $900

Push notifications: $200 per month (total=$2400)

Marketing costs: $300 per month (total=$3600)

Payment processing: $10 per customer

Database management costs: $300 per month (total=$3600)

Emergency maintenance: $5000

Addition of new features: $5000