

Deliverable	Resource name	Resource Type	Amount of hours required (Daily)	Amount of days required (Weekly)	Amount of months required (Yearly)	Amount of items required	Unit Cost (p/month)	Total Cost (per annum)
Hosting	BlueHost	Cloud Hosting	24	7	12	1	\$16.05	\$192.60
Web design	Web Designer	Employee	8	5	12	1	\$4,543.25	\$54,519.00
	Web Design Software	Software	24	7	12	1	\$49.00	\$588.00
Content creation	Copywriter	Employee	2	2	12	1	\$480.00	\$5,760.00
	Photographer	Employee	4	0	0	1		\$1,000.00
	Artificial Intelligence (Midjourney)	Software	1	1	12	1	\$20.00	\$240.00
	Content Management System	Software	24	7	12	1		
Marketing	Advertisements (Google AdSense)	Software	24	7	12	1	\$0.00	\$0.00
	Marketing Automation (HubSpot)	Software	24	7	12	1	\$1,251.93	\$15,023.16
Accounting	Xero	Software	24	7	12	1	\$95.00	\$1,140.00
	Payment Gateway (Stripe)	Software	24	7	12	1	\$9,000.00	\$108,000.00
Analytics	Google analytics	Software	24	7	12	1	\$0.00	\$0.00
	Search Engine Optimization (SEO)	Software	24	7	12	1	\$0.00	\$0.00
Development	Developer	Employee	8	5	12	5	\$33,330.00	\$399,960.00
Testing	Tester	Sample Website	1	5	12	2	\$1,822.00	\$21,864.00
Inventory Management	Xero	Software	24	7	12	1	\$95.00	\$1,140.00
Security	ssl/tls certificates	Security Software	24	7	12	2		\$1,343.23
Customer Support	Zendesk	Chat-bot	24	7	12	3	\$483.00	\$5,796
	Customer Service Representative	Employee	8	5	12	5	\$20,925.00	\$251,110.00
Project Management	Standup meetings (daily)	Employee	2	1	12	6	\$480.00	\$5,760.00
	Atlassian Jira (Premium)	Software license	24	7	12	1	\$152.50	\$152.50
Product samples	Smartwatches	Asset	0	0	0	4	\$250.00	\$1,000.00
						TOTAL COST	\$72,992.73	\$874,588.49