

E-Commerce Platform Proposal

Client Name

Project Overview

This proposal outlines the development of a modern, full-featured e-commerce platform where:

- Admin can list and manage products, handle orders, and monitor analytics.
- Users can register, browse, search, and purchase products.
- Full payment gateway support is included for both Indian and International transactions.
- Real-time email and SMS notifications for all key user actions.
- SEO-friendly, mobile-first responsive UI for a modern experience.

Modules & Key Features

Admin Panel

- Product Management (Add/Edit/Delete)
- Order & Inventory Management
- User Management (Buyers)
- Sales Analytics Dashboard
- Banner & Static Page CMS
- Secure Login (JWT Auth)
- Notifications (Email/SMS)

User Panel

- Registration/Login (JWT Auth)
- Product Search & Filtering
- Add to Cart & Checkout
- Order Tracking & History
- Wishlist, Reviews, Ratings
- Email & SMS Alerts

Global Payment Integration

- India: Razorpay (UPI, Netbanking, Credit/Debit)

- International: Stripe / PayPal

Communication & Alerts

- Email: SendGrid / Mailgun (Transactional & Marketing)

- SMS: Twilio / MSG91

Hosting, Domain & Security

- VPS Hosting (DigitalOcean / Hostinger)

- Custom Domain (GoDaddy)

- SSL Certificate (HTTPS)

Budget Breakdown

A. One-Time Development Costs

Item	Estimated Cost (INR)	
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UI/UX Design	10,000	
Frontend Development	25,000	
Backend Development	30,000	
Payment Gateway Setup	7,000	
Email/SMS Integration	5,000	
SEO + Analytics Setup	5,000	
Testing & QA	5,000	
Deployment & Security	8,000	
Total	85,000	

B. Monthly/Recurring Costs

Service	Estimated Cost (INR/month)	
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Domain (.com)	100 (yearly ~1,200)	
Hosting (VPS)	2,000	
MongoDB Atlas (DB)	900	

AWS S3/Storage	600	
Email Service (SendGrid)	400	
SMS Service (Twilio/MSG91)	500	
Monthly Total	4,500	

Total Estimate (1st Year): 1,38,000

Timeline

Phase	Duration	
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Requirement Finalization	2 Days	
UI/UX Design	5 Days	
Development	15 Days	
Testing & QA	5 Days	
Deployment & Handover	3 Days	
Total	30 Working Days	

Tech Stack

Layer	Technology	
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Frontend	Angular / React	
Backend	Node.js (Express)	
Database	MongoDB	
Payments	Razorpay + Stripe/PayPal	
Storage	AWS S3 / Firebase Storage	
Email/SMS	SendGrid, Twilio/MSG91	
Hosting	Hostinger / DigitalOcean	

Next Steps

1. Approve proposal & finalize scope.
2. 50% advance payment to initiate the project.

3. Begin development with weekly progress reports.

Why Choose Us?

- Tailored E-commerce Platform
- Global Payment Support
- Mobile-first UI/UX
- Scalable Cloud Hosting
- 1 Month Free Support Post-Launch

Prepared by: [Your Name / Company Name]

Prepared for: Client Name

Date: August 2, 2025