

Below is the scope of the project.

Deliverables

1. Ecommerce Desktop & Mobile Responsive Website of maximum six multi store for six countries and two websites "R&B" and "Clientname".
2. <https://www.clientname.com/nl-nl/skin-care-test.html> neterland website

Ecommerce Website Front End functionality

Registration	Registration	A new customer can register by basic details like name, gender, date of birth email, and password.
	Login	User can login using username (email id) and password User can login using Amazon Account Credentials.
	Guest login	User can browse and place orders as guest.
	Forget Password	The customer can reset his password using this option
	Change Password	Under my profile, the user will have option to change their password.
Home Page	Header	Header will have the Logo, search bar, Cart Icon, Wish list, My Account, Social Media redirections icons, Login/Logout. And main menu, Multiple location selection dropdown and Multiple language selection English & Arabic.
	Footer	Footer will have the static pages links, Contact details, Newsletter, Categories pages links etc.
	Search	The website search will allow customers to search through the products and categories. System will search the keyword in product category, product title and description. It will be suggestive search which will display the name of the matched product
	My Wish list	The user can add a product to wish list and later view it. This feature is applicable to only registered and logged in users

		User will be able to add product to My Wish List from Product Detail page and product listing page. User will also be able buy product from wish list, once click on product user will be redirected on PDP page to select any required attributes like color, size etc.
	My Cart	<p>This feature allows customer to select products from the website (can be multiple) and add it to cart. This section displays the summary of products before proceeding to checkout. The shopping bag displays product details like image, product name, price, quantity and total. Customer can update the quantity or remove the products from cart as well.</p> <p>Customer can use their discount coupon code based on which the system validates and update the price of the products.</p> <p>All the prices of products will be inclusive of taxes. There will be a label display on the cart page (inclusive of tax).</p>
	Mini Cart	This is a feature allows customer to have quick view of the selected items by mouse over on the cart icon on the menu. Basic details like product name, image, quantity and total cart value is displayed.
	Menu	<p>Menu will have the top categories and sub categories which has been defined in the backend.</p> <p>The Menu and category tree will be finalized during the implementation phase and it is configurable from the backend.</p>
	Main Banners	This will have multiple rotating banners. They will be configured from the backend.
	Category banner & Product Listing	There will be various sections on the home page displaying the banners or products grids. This can be discussing during the requirement phase and home website pages designing. There will be backend to configure these categories / products to be displayed on the homepage.
Category Page	Page detail	It will list all the products that are assigned to the selected category. The product image, product name, MRP and selling Price will be displayed. The user will also have the option to add the product to the wish list from category page.

	Filter	Filter attributes such as Price, category, Color, Size etc. Will be available. These filters attributes will vary based on the category. Customer can choose multiple filter attributes criteria at a time. Filters for each category and attributes will be finalized during requirement gathering phase.
	Sorting	<p>New Arrival, Highest Discount, Price High to Low, Price Low to High will be the sorting option available for the user.</p> <p>In New arrival latest created product will be on top by default.</p> <p>In Highest Discount, discounted products will be on top by default.</p> <p>In Price products will be displayed as per Low to high & high to low sorting.</p>
Product Detail Page	Product details	<p>This page displays the Images with multiple angles, title, descriptions, attributes, price, and size guide. It also has the option to select the quantity and size (if any) for the user.</p> <p>Ref Web:</p> <p>https://en-ae.randbfashion.com/</p> <p>https://en-ae.clientname.com/</p>
	Add to cart option (Cart Page)	<p>This page allows customer to add product into the cart with selected quantity and size.</p> <p>Note: Current website does not have the feature of estimate custom duty. We may need a logistic plugin or API to provide shipping cost and duty cost on cart page or it can be collected by logistic delivery person at the time of delivery.</p>

	Checkout	<p>This page also allows customer to directly checkout with selected product by clicking on “Proceed To Checkout” button.</p> <p>Customers can check out as guest users.</p> <p>Customers can add their new shipping address or select existing saved shipping address.</p>
	Sharing	Customer can share the product in social networking site. For which “Social Sharing” API / Plugin can be used.
	Pick Up From Store	<p>Customers will have a choice to pick up the order from the store if it is available in the selected store only.</p> <p>Only those stores will be listed for pickup from store where inventory is available in that store.</p> <p>This section will be enabled when Omni Channel is implemented.</p>
Check Out	Login/Guest User	<p>System would check if customer is not login then a screen appears asking to register and another section to get login. Customer can get register and then proceed for checkout or can login if already registered.</p> <p>If Customers are not willing to register at all & login then they can enter the email id and proceed with Guest checkout on website.</p> <p>Guest checkout users can check their orders status from the order tracking page by order number & Tracking number.</p>

	Address	<p>Billing Address –If the customer has set the default billing address, it will automatically get selected, and else the customer can also select other address from the saved address. Customer will have option to add a new address</p> <p>Shipping Address – Same features as billing address. User has option to mark the shipping address same as shipping address.</p>
	Orders Review section	Displays all the checkout details like Billing Address, Shipping Address, Product Details and total pricing
	Promo Code	User can enter the promotion code /coupon code if they have any.
	Payment Method	<p>Customer will be redirected to the PG page. Customer can make payment via Credit Card, Debit Card, net banking</p> <p>Customer can also select the cash on delivery option. An additional fee for cash on delivery can be configure for cash on delivery services if required.</p>
	Success /Error page	If the transaction is successfully completed, then the Success page with transaction details will be provided. If there is any error during transaction, then the same will be displayed to the user.
My Account		<p>Below is list of section available for the registered customer and can accessed by user after they login</p> <ol style="list-style-type: none"> 1. Dashboard 2. Account Information 3. Address Book 4. My Orders 5. My Wish list 6. Newsletter subscriptions

Static Pages		<p>Following pages are to be available in the website for the customers as static information as per current website:</p> <ol style="list-style-type: none"> 1. About Us 2. Contact Us (Form) 3. FAQ's <p>Policies</p> <ol style="list-style-type: none"> 1. Customer Care 2. Terms Of Use 3. Privacy 4. Shipping & Return <p>Quick Links</p> <ol style="list-style-type: none"> 1. Wish List 2. Your Account 3. Order Tracking 4. Login <p>Client has to provide list of static pages and text content and policies content of all the static pages.</p>
Social Media Redirection		<p>The Website would display the Facebook, twitter, Instagram, Pinterest logos that allows customer to redirect to social media pages on the respective social media site as per the URL configured from the backend. Client marketing team has to provide the urls of social media pages</p>
SMS / Email		<p>There will be 6-8 emails and SMS that will be sent to the customer for various events.</p> <p>Client tech team to provide SMS & EMAIL (SMTP) details for SMS and EMAIL integration</p>

Content Management System (CMS)		Magento has basic Content Management System (CMS) in place and all the activities/events pages can be created using the Magento CMS.
---------------------------------	--	--

Multi- Store

Multi-Location	<p>There will be multiple store maximum six stores for each website (two websites)</p> <p>All the stores & website will have same integration of 1. Logistic partners 2. Payment Gateway 3. Email & 4. SMS Gateway.</p> <p>Each site will have a different design as per their brand requirement. All the multi country site will have the same design as that of the parent site.</p> <p>Each country site will display the price in the local currency. The product prices will be country specific.</p> <p>There will be one set of categories and products on one domain and another set of categories and products on a separate domain. Multiple root categories will be created and mapped with the respective stores of each website.</p> <p>Separate admin users will be created for each country store of each website. Admin user will only be able to see the catalogs, categories, orders etc. of its respective assigned country store.</p> <p>Each brand will have an admin which can view the product, orders and all the data related to that brand for all countries.</p> <p>In Phase I (without Omni Channel), there will be a single warehouse in each country for each brand.</p>
----------------	--

	Only superadmin will be able to see all stores data of all the brands.
Multi Lingual	<p>The websites will have the feature of multi-lingual. Customers can select the language from Arabic or English.</p> <p>Arabic language will be fully supported by RTL (Right to Left) feature.</p> <p><i>Note: All Arabic text content and validation has to be done by client.</i></p>
Logistic Integration & PG Integration	<p>There will be one logistic partner integration for both website in all six countries.</p> <p>Similarly, there will be a single Payment Gateway integration which will be used in both the brands and for all the 6 countries. Depending upon the country, the currency will be passed to the PG.</p>

Magento Back End (Admin Panel)

Dashboard	<p>The superadmin have the default dashboard, which shows following Orders, Products and Customers data etc.</p> <p>Following Listing will be available to administrator</p> <ul style="list-style-type: none"> • Order Total • Incomplete Orders • Latest Order • Allocated Orders • Shipped Orders
Menu Management	<p>There will be a provision to manage the Top and sub category menu.</p> <p>Client has to provide category tree and attributes sets data</p>

SEO configuration	<p>SEO details can be added in backend allows customers for optimized searching.</p> <p>Meta Title, Meta Description and Meta Titles for categories and products.</p> <p>System create search engine friendly URLs</p> <p>Take full control of URLs with URL rewrites</p> <p>Automatically generate a Google sitemap</p>
Category Management	<p>This section allows management of categories and sub categories. The system will have the capability to define unlimited categories and sub categories</p>
Product Management	<p>The system gives the provision to configure multiple products and attach it to a single or multiple categories. Product details such as Name, Description, SKU, Price, and Stock, Related products, multiple Images and attributes can be defined.</p> <p>Selling price will be inclusive of TAX.</p> <p>Admin user will have to map product with the require category hierarchy created for the particular store (country)</p> <p>Each store can have the different set of SKU's</p>
Attribute Management	<p>Since each different category can have multiple and different type of attributes, the admin has the provision to define such attributes.</p>
Order Management System (Without Omni Channel)	<p>Phase I – There will be a single warehouse for each brand for each country.</p> <p>The warehouse team will be able to accept the order, generate invoice, Pack and add shipping details. The order workflow as per Magento can be configured for order processing.</p>

Order Management System (Omni Channel)	<p>Phase II</p> <p>There are two main fulfillment process flows in the Order Management System (OMS):</p> <ol style="list-style-type: none"> 1. Home Delivery <ol style="list-style-type: none"> a. Ship from Store b. Ship from Warehouse 2. In- Store Pickup (ISPU) 3. Return at store <p>1. <u>Home Delivery:</u></p> <p>a. Ship from Store</p> <ul style="list-style-type: none"> • Ship from Store (SFS) offers the capability to retailers to use physical stores as distribution centers. • The order allocation logic will be defined based on the available parameters. • Physical stores will fulfill online orders from store inventory when the warehouse is out of stock • Admin can view Ship from store option from their admin • Admin need to select the specific store to start generating the pick list. • Store can see the pick list allocated to them • Store can confirm or reject the allocated list • Store can then pick, invoice and pack the orders and update the tracking number in the system. • Store can print the packaging slip from store admin panel. • Store can generate the shipping manifest which can be handed over to the logistic partner and keep for self-records. <p>b. Ship from Warehouse</p> <ul style="list-style-type: none"> • Ship from Warehouse (SFW) offers the capability to retailers to use physical warehouse to ship the orders directly from warehouse. • Admin can view Ship from warehouse option from their admin • Admin need to select the specific warehouse to start generating the pick list. • Warehouse can see the pick list allocated to them • Warehouse can confirm or reject the allocated list. • Warehouse can then pick, invoice and pack the orders and update the tracking number in the system. • Warehouse can print the packaging slip from warehouse admin panel.
--	---

	<ul style="list-style-type: none"> Warehouse can generate the shipping manifest which can be handed over to the logistic partner and keep for self-records. <p>2. <u>In- Store Pickup (ISPU)</u></p> <ul style="list-style-type: none"> During the ISPU process, the customer places an order to be pick up from the store. During this process, the store has current stock for the specified item(s) and the store assistant uses the fulfillment process to prepare the item(s) for customer pickup. The Order Management System (OMS) provides a web-based interface to allow the store associate to pick and prepare the items for customer collection. Once the order is collected by the customer from the store, the store can update the same in the OMS panel. <p>3. <u>Return at store</u> The customer will have the option to return the product purchased online in store. The store will have the option to accept the product return from the customer.</p>
SLA hours configurations	The Service-Level Agreement (SLA) hours configuration is the maximum time that an order is declared delayed
Reports	<p>Below are the lists of reports. All these reports will have filter by certain parameters along with a facility to export in CSV format.</p> <ol style="list-style-type: none"> Orders Shipments Coupons Current shopping carts Current Wish list Return request Customer report Search Term Most Used Keywords <p><i>Client to provide the format for any customize report</i></p>
Promotions	The discount module allows managing discounts on products with either percentage type or flat amount. There also provision to create coupon code for the discount from the backend. The discount plugin can use for which will have the pre-set of promotions. This can be finalized during the requirement phase.

	Signing up coupons /offers can also be provided.
Content Management	This section allows creating and managing CMS pages (e.g. Terms & Conditions, About Us, Returns etc.) from backend along with their SEO information and display configurations

Integrations

Google Analytics	System will have GA code needs to be configured to track user / customer usages. Client has to provide GA account tracking code and Event codes
Email Configuration	SMTP details will be configured to send the transaction emails to the customer. Client has to provide SMTP configuration details.
Payment Gateway	One Payment gateways will be integrated for online payment options. Client has to provide payment gateway sandbox details for testing and LIVE credentials for production. There will be one payment gateway for both the websites with maximum six countries.
Shipping partner	3 rd party Logistic will be integrated in system for fetching the AWB tracking. Magento plugin of the logistic partner will be used for this integration. Client has to final and provide logistic partners Plugin/API document to My company. There will be one logistic partner integration for both the website.
SSL Configuration	The backend site and the API access will be secured using HTTPS. Client has to purchase SSL certificate for production.
SMS	Integration with the SMS provider for sending the transactional SMS. Client needs to provide the details. There will be two separate SMS gateways integration for OMAN & UAE.
ERP	Integration with ERP for Stock, price and sale.

Club Apparel	Integrating with Club Apparel for loyalty
Chat Bot	Integration to expose the order and customer API to chat bot.

Out of Scope

Following functionality (modules) is not in current scope of work.

1. All bulk emails will be sent by 3rd party system and only transaction email/SMS will be sent by ecommerce platform