

<b>Company</b>	MediaPlus Digital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	MPD E-Commerce SMEs Version - CMS Ecommerce
<b>Appointment Period</b>	26 March 2020 to 25 March 2021
<b>Extended Appointment Period<sup>2</sup></b>	26 March 2021 to 25 March 2022

## Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$\$)	Unit	Quantity	Subtotal (\$\$)	Qualifying Cost * (\$\$)
1) Software / Subscription fee Set includes: - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development - Inventory & Delivery Management Module (i.e. Manage Inventory, Custom Shipping, Local Shipping) - Sales & Promotion Module - E-Payment Module (i.e. Direct Bank Transfer / Paynow, PayPal) - Advanced Content Management Module - E-Commerce Features (i.e. Coupon Management System, Customer Relationship Management System, Wishlists, Items Reviews) - Dashboard Onsite SEO - Page Title & Meta Description Optimisation - Header Optimisation (H1 – H2) - Image Optimisation (Alt Tag and Rename) - SEO URL Rewriting Recommendations Chatbot - Display products found and links to the product page - Answering of common questions that can be preloaded into the chatbot		Per set	1		
2) Hardware Not Applicable					
3) Professional Services Set includes: - Specification gathering and consultation - Frontend design and conceptualisation - Backend program and development - Set up and configuration - Uploading of up to 30 products - Web Design and Conceptualization - Data Analytics - Acceptance Test - Mobile/Tablet responsive templating - SEO Friendly URLs Rewriting - Design of Slideshows / Banners / Favicon - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Complimentary of 30 Stock Images - Website Loading Speed Optimisation - Integration to Social Media Platform (i.e. Facebook, Twitter, Instagram) 12 months Technical Support Integration with 3rd Party POS (i.e. Raptor, Octopus, Epoint)		Per integration			
4) Training Up to 3 PAX		Per session	1.00		
5) Others					
<b>Total</b>				<b>\$ 8,975.00</b>	<b>\$ 8,975.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant

<b>Company</b>	MediaPlus Digital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	MPD E-Commerce SMEs Version - Express
<b>Appointment Period</b>	26 March 2020 to 25 March 2021
<b>Extended Appointment Period<sup>2</sup></b>	26 March 2021 to 25 March 2022

## Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software / Subscription fee Set includes: - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development - Inventory & Delivery Management Module (i.e. Manage Inventory, Local Shipping) - Sales & Promotion Module - E-Payment Module (i.e. Direct Bank Transfer / Paynow, PayPal) - E-Commerce Features (i.e. Coupon Management System, Customer Relationship Management System) - Dashboard		Per set	1		
2) Hardware Not Applicable					
3) Professional Services Set includes: - Specification gathering and consultation - Frontend design and conceptualisation - Backend program and development - Set up and configuration - Uploading of up to 20 products - Web Design and Conceptualization - Data Analytics - Acceptance Test - Mobile/Tablet responsive templating - SEO Friendly URLs Rewriting - Design of Slideshows / Banners / Favicon - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Complimentary of 30 Stock Images - Website Loading Speed Optimisation - Integration to Social Media Platform (i.e. Facebook, Twitter, Instagram) 12 months Technical Support  Chat Integration - Integrate Chat applications (Eg. WhatsApp/ Telegram/ Facebook Messenger/ Weibo) - Option to have Live chat		Per set			
4) Training Up to 3 PAX		Per session	1.00		
5) Others					
<b>Total</b>				<b>\$ 6,479.00</b>	<b>\$ 6,479.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number <sup>1</sup>	MPD E-Commerce SMEs Version - Elite
Appointment Period	26 March 2020 to 25 March 2021
Extended Appointment Period <sup>2</sup>	26 March 2021 to 25 March 2022

## Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software / Subscription fee Set includes: - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development - Inventory & Delivery Management Module (i.e. Manage Inventory, Custom Shipping, Local Shipping) - Sales & Promotion Module - E-Payment Module (i.e. Direct Bank Transfer / Paynow, PayPal) - Advanced Content Management Module - E-Commerce Features (i.e. Coupon Management System, Customer Relationship Management System, Wishlists, Items Reviews) - Dashboard - Invoice Module - Customer Membership system - Reward Points module - Shopping Cart feature - Abandon Cart feature - Guest Check out - Enhanced Security (Malware Scanning & Firewall)  Onsite SEO - Page Title & Meta Description Optimisation - Header Optimisation (H1 – H2) - Image Optimisation (Alt Tag and Rename) - SEO URL Rewriting Recommendations  Live Chat - Chat with Agents - Respond from Mobile - Chat history - Auto initiate chat to visitors		Per set	1		
2) Hardware Not Applicable					
3) Professional Services Set includes: - Specification gathering and consultation - Frontend design and conceptualisation - Backend program and development - Set up and configuration - Uploading of up to 100 products - Web Design and Conceptualization - Data Analytics - Acceptance Test - Mobile/Tablet responsive templating - SEO Friendly URLs Rewriting - Design of Slideshows / Banners / Favicon - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Complimentary of 50 Stock Images - Website Loading Speed Optimisation - Integration to Social Media Platform (i.e. Facebook, Twitter, Instagram) - Content writing for 5 Pages  12 months Technical Support		Per Set	1		
4) Training Up to 3 PAX		Per session	1.00		
5) Others					
<b>Total</b>				<b>\$ 9,985.00</b>	<b>\$ 9,985.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant