# Website Development Proposal

For: **Shourya International Impex**

Date: 27-09-2025

## 1. Project Overview

We will develop a customized Shopify e-commerce website for *Shourya International Impex*, established in 2021 as a leading wholesaler of Wood Planks and Wood Logs. The platform will be modern, SEO-optimized, and user-friendly, designed to showcase premium products, build trust, and provide a seamless shopping experience that drives sales and strengthens the brand.

## 2. Requirements & Features

### Core Requirements

- Develop a custom Shopify e-commerce store for *Shourya International Impex*.
- Showcase Wood Planks and Wood Logs with detailed product information.
- Implement IndiaMART-style B2B features but limited to the company's own website.
- Ensure the website is modern, SEO-optimized, and mobile-friendly.
- Provide a secure, user-friendly, and scalable platform for future growth**.**

### Key Features:-

1. **Product Catalog & Listings**
- Categorized product display (Wood Planks, Wood Logs, etc.).
- Detailed product descriptions with specifications, pricing (on request/visible), and images.
- Option for customers to send bulk inquiries (similar to IndiaMART).

2. **Customer Account Management**
- Easy account creation & login for buyers.
- Dashboard for managing inquiries, orders, and communication.

3. **Inquiry & Quotation System**
- Buyers can send RFQs (Request for Quotation) directly from product pages.
- Admin can respond with customized pricing & availability.
- Email/SMS notifications for inquiries and responses.

4. **Order & Payment Options**
- Direct purchase option (Add to Cart & Checkout).
- Multiple payment methods (UPI, Net Banking, Cards, Wallets).
- Option for "Request a Call Back" before placing orders.

### 5. Communication & Support
- Integrated chat/WhatsApp support for instant communication.
- Contact forms and call-back request features.

### 6. Admin Features
- Easy product management (add/edit/remove).
- Order & inquiry tracking system.
- Analytics dashboard for sales and inquiries.

### 7. SEO
- SEO-friendly product pages.

### 8. Other Functionalities
- Mobile-friendly responsive design.
- Secure hosting & SSL integration.
- Multi-language & multi-currency support (if required).

## 3. Technology Stack
- Shopify

## 4. Client Responsibilities

1. **Product Information**

- Provide complete details of all products (names, categories, specifications, descriptions, and pricing model).
- Share high-quality product images and branding assets (logos, banners, etc.).

2. **Content & Policies**

- Provide content for About Us, Terms & Conditions, Privacy Policy, Shipping, and Return/Refund policies.
- Supply company certifications or credentials (if applicable) to build trust.

3. **Business Operations**

- Confirm payment gateway preferences (UPI, cards, net banking, wallets, etc.).
- Provide details of shipping/delivery partners and logistics process.
- Assign a contact person for handling customer inquiries and quotations.

4. **Marketing Inputs**

- Provide product keywords for SEO targeting.

- Share any existing marketing material, brochures, or campaigns that can be used on the website.

## 4. Development Cost

- 25,000/- will be developing cost
- 3,500 – 5,500/- Shopify theme cost
- 1,499/- Shopify plan cost per month
- shouryainternationalimpex.com Domain name for first year 399/- from next year 1299/- per year

## 5. Contact

For any questions, please contact:
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