



**Client Name:** Global learning center

**Date:** 21 December 2024

**Client Requirement:**

An online platform to sale products online along with product listing, checkout and payment gateway integration.

**About Us**

Shubham Infotech is a contemporary Website design and development company with a focus on user-centered design while helping our clients achieve the desired result.

Our strategy for achieving the desired result can be broken into four parts:

1. Website Design and Development: First, we'll develop the client's website by conducting research into the client's industry and target market with the aim of understanding what works and determining how it can be applied in meeting the client's needs. We then develop the website

based on our client's requirements, our understanding of the industry and our evaluation of the target customer's modus operandi.

2. Search Engine Optimization: (if client requires additionally) Upon successful design and development of the website, we'll move to the next stage which involves promoting the website by employing

search engine optimization tactics, with a large focus on content marketing, considering Google's

"status quo."

3. Results Measurement: With the attainment of Google's first page on popular keywords relevant to the client's product or services and an exponential growth in traffic, we'll then move on to the third stage which involves measuring the website's performance by using Google analytics, heat maps and other efficient website monitoring tools. We generally measure bounce rates, website traffic, website's visitors' geographical location, and most importantly, conversion rate.

4. Fine Tuning: Upon results measurements, we'll then fine tune the website in order to improve results. We determine what to fine tune by analysing data obtained from the previous stage. Fine tuning can range from changing the order of the website's menu items to changing font sizes.

- **E-commerce Website**

**Rs.30,000/- ~~Rs.45,000/-~~**

**ONE TIME SETUP COST**

**(one time setup cost)**

1. Product & Categories
2. 1 .COM/ .IN Domain
3. 3 Email ID
4. Image Upload
5. SEO (Search Engine Optimization) Tools/Support
6. 1 Logo Design
7. Payment Options
  - COD
  - Payment Gateway (Paypal, Payumoney etc)
  - Bank Transfer
8. Frontend
  - Advance Layout (Most trending designs)
  - Advance Graphics
  - Advance Landing Page
  - Mobile Responsive Design
  - Full Color Customization
  - Image Processing
9. Basic Admin Panel
  - Product Management
  - Order Management
  - Customer Information View
  - Invoicing
  - Inventory/Stock Management
  - Order Status Update Feature
  - Message To Customers
  - Adding Coupons/Discount Offers
10. Basic E-commerce Features
  - Landing Page With Banner
  - Product Listing
  - Related Product/Trending Products/Most Selling/Latest Product

- Filter Product By Size, Color, Price
  - Sort Product
  - Discount Offers/ Coupons / Special Product
  - Category Listing
  - Category Wise Landing Page
  - Product Checkout
  - Guest Checkout/One Page Checkout
  - Online Payment Option
11. No Setup & Hidden Cost
  12. Extra Addon services

## ● **Extra Addon Services**

1. Instagram Page creation and profile
2. Facebook Page creation and page optimization
3. Google my business account creation
4. Google map integration
5. 4 banner creation

### **Terms and Conditions:**

1. Payment terms: [Specify terms, e.g., 30% upfront, 70% upon completion, 100% after delivery]
2. Delivery timeline: [Specify timeline, e.g., 6-8 weeks for website design]
3. Additional services and customizations will be charged separately.
4. All prices are exclusive of applicable taxes.
5. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.
6. No Setup & Hidden Costs

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### **Prepared by:**

Shubham Infotech

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If you have any questions or need further clarification, please feel free to contact us. We look forward to working with you

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### **Acceptance:**

I, accept the above quotation and agree to the terms and conditions.

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**Signature:** \_\_\_\_\_

**Date:** 21/12/2024