

Date: _____

Project Proposal Brand Daraz Mall Store

Project Objectives

Objective: The objective of this proposal is to provide comprehensive services for creating and managing a successful Daraz Mall store for Brand. Our goal is to achieve compliance with Daraz Mall standards and criteria, as well as drive growth and increase brand sales on the Daraz platform.

Documents Required for Daraz Store:

- National Tax Number (NTN)
- Bank Account registered on the same NTN
- Email and Phone Number (EcomDyno will have the access)
- Store Address
- Trademark of particular class

Standards For Daraz Mall :

- Product Portfolio
- Product Branded Packaging
- Store decoration
- Store Criteria
- Online & Offline presence for the brand

Store Criteria For Daraz Mall :

- Seller Order Cancellation < 1%
- 90% of the items are shipped within 1 business day
- QRR (Quality Return Ratio) < 2%
- IM RR (Instant Messaging Response Rate) > 80% answer rate
- IM RT (Instant Messaging Response Time) > 80% answer rate within 2 hours
- 80% answered within 24 hours

Our Company is Committed to provide you

The following comprehensive services

- Document Preparation
- Store Creation
- Category Unlocking
- Product Listings
- Store Decoration
- SEO Optimization
- Store Management
- Analytics and Reporting
- Marketing
- Applying Dmall
- Effective Daraz Communication

- Document Preparation:

1. National Tax Number (NTN): We will assist you in obtaining the National Tax Number required for your Daraz Mall store. Our team will guide you through the application process and ensure all necessary documents are prepared accurately.
2. Trademark Registration: If your brand requires a trademark registration for a specific class, we will provide our expertise and support in completing the registration process. We will assist you in gathering the required documents and submitting the application to the appropriate authorities.
3. Bank Account Registration: As part of our consulting services, we will help you in opening a bank account that is registered under the same National Tax Number (NTN). Our team will provide guidance on the required documentation and procedures for opening the account to ensure compliance with Daraz Mall requirements.

By offering these document preparation services, we aim to streamline the process for you and ensure that all the necessary paperwork is handled efficiently. This will save you time and effort, allowing you to focus on other aspects of your Daraz Mall store setup.

- **Store Creation:**

1. Create a fully functional Daraz Mall store for Brand.
2. Set up the store with all necessary features and functionalities.
3. Customize the store layout and design to align with Brand's brand identity.
4. Ensure the store meets Daraz Mall standards and criteria.

- **Category Unlocking:**

1. Unlock and whitelist Brand's products in relevant categories on the Daraz platform.
2. Enable Brand to list its products in the appropriate categories to reach the target audience.

- **Product Listings**

1. Create optimized and compelling product listings.
2. Craft detailed product descriptions, highlighting key features and benefits.
3. Use high-quality product images provided by Brand to enhance visual appeal.
4. Ensure accurate and up-to-date information for each product listing

- **Store Decoration:**

1. Design and customize the store to create an appealing storefront.
2. Incorporate appropriate branding elements and visual elements.
3. Ensure a professional and aesthetically pleasing store layout.

- **SEO Optimization:**

1. Optimize product listings and store content for search engine visibility.
2. Use effective SEO strategies to improve organic search rankings.
3. Enhance product discoverability and attract potential customers.

- **Store Management:**

1. Analyzing the store on a daily basis to identify areas for improvement and optimization.
2. Managing returns and processing refunds efficiently to provide excellent customer service.
3. Implementing targeted marketing campaigns to promote Brand's products and drive sales.
4. Responding to customer chat inquiries promptly and providing assistance or information as needed.
5. Handling claims and resolving customer issues professionally and in a timely manner

- **Analytics and Reporting:**

1. Provide regular reports and analytics on store performance.
2. Track key performance metrics, such as sales, traffic, and customer behavior.
3. Gain valuable insights to optimize strategies and improve results.

- **Marketing**

1. We will develop and implement marketing strategies tailored to your brand
2. Offer free shipping and competitive product prices to attract customers.
3. Build a follower base and encourage customers to leave original reviews for Brand's products.
4. Focus on increasing the visibility and credibility of Brand's products through positive customer feedback.
5. Launch products at no profit or loss to increase visibility and generate interest in Brand's store.
6. Leverage strategic pricing and promotional tactics to drive sales and capture market attention.

- **Applying Daraz Mall:**

1. Guide Brand through the process of applying for a Daraz Mall store.
2. Assist with the required documentation and application process.
3. Increase the chances of successful verification and approval for the Daraz Mall tag.

- **Effective Daraz Communication**

1. Communication Liaison: I will be Brand's point of contact, maintaining effective communication with the Daraz team throughout the contract, ensuring a smooth collaboration.
2. Accurate Deal Information: I will convey precise details about the deal, store management, and requirements to the Daraz team, avoiding any misunderstandings and ensuring alignment with Brand's needs and expectations.

- Payment Structure: 100% in Advance.
- Total Payment: Two Lakh Fifty Thousand (250,000) PKR.
- We believe that this payment policy is fair and aligns with industry standards. By requesting 100% payment in advance, it ensures a commitment from both parties and provides the necessary resources to initiate the project. This payment structure helps establish a mutually beneficial working relationship and ensures that both parties are invested in the success of the project.

Thank you for your attention and cooperation.

Brand

Signature: _____

Stamp: _____

EcomDyno

Signature: _____

Stamp: _____



EcomDyno

Experience the Future of Consultancy with Our Expertise.