

Statement of Work (SOW)

Date: June 29, 2025

Project Title: Website Redesign & SEO Optimization

1. Parties

Client:

FastRetail Ltd.

56 Mall Road, Karachi, Pakistan

marketing@fastretail.pk

Service Provider:

Hashir Digital Services

hashir.services@gmail.com

Johar Town, Lahore

2. Scope of Work

- Redesign of e-commerce homepage, product pages, and checkout flow
 - Mobile responsiveness implementation
 - Basic SEO optimization (on-page + technical)
 - Google Analytics setup
-

3. Timeline

Project Duration: 4 weeks

Start Date: July 1, 2025

End Date: July 29, 2025

4. Deliverables

- Figma design files

- HTML/CSS code
 - SEO report
 - Performance optimization checklist
-

5. Payment Terms

Total Project Fee: PKR 250,000

50% upfront, 50% upon final delivery

Payment via bank transfer to UBL account

6. Assumptions

- Client provides hosting and content
 - Revisions limited to 2 rounds
-

7. Termination

Either party may terminate the agreement with 7 days' notice. In such case, work completed will be billed proportionally.

8. Signatures

FastRetail Ltd.

Signature: _____

Name: Sarah Malik

Title: Marketing Head

Hashir Digital Services

Signature: _____

Name: Syed Hashir

Title: Freelancer / Owner