

StudyBook – Digital Publishing Platform

Enterprise Project Proposal

EXECUTIVE SUMMARY

StudyBook is a lightweight, single-page e-commerce platform enabling competitive exam study material publishers to sell their books with integrated UPI payment processing. The solution comprises two components: a customer-facing storefront and a secure admin dashboard for content management.

Key Metrics:

- **Estimated Investment:** ₹10,000
- **Go-Live Ready:** Week 2
- **Platform Type:** Web-based (responsive mobile + desktop)

1. SOLUTION OVERVIEW

Problem Statement

Traditional study material distribution lacks:

- Centralized digital storefront for selling competitive exam books
- Integrated payment processing for online sales
- Quick, secure admin controls for inventory management
- Preview mechanism for customer trust and informed purchasing

StudyBook Solution

A **two-tier platform** delivering:

Customer Website (Public)

- Single-page book catalog with preview pages
- Book details (title, author, description, price)
- Shopping cart with checkout
- Shipping address collection
- UPI payment gateway integration (Google Pay, PhonePe, Paytm, BHIM)
- Order confirmation & tracking

Admin Dashboard (Secure)

- Authenticated admin login (username/password)
- PDF upload with preview generation
- Book metadata management (edit, delete)
- Order management & analytics
- Real-time inventory control

2. PLATFORM FEATURES

Customer-Facing Website

Feature	Description
Book Catalog	Display all available study materials with search & filtering
Preview Pages	Show sample pages (1-3 pages) from each book before purchase
Book Details	Title, author, description, category, price
Shopping Cart	Add/remove books, manage quantities
Checkout Flow	Shipping address form → UPI payment → Confirmation
No Registration Required	Guest checkout (email for order receipt)
Order Confirmation	Instant email with order ID and details
Mobile Responsive	Optimized for smartphone, tablet, desktop

Admin Control Panel

Feature	Description
Secure Login	Password-protected admin access
Book Upload	PDF + metadata (title, author, price, category)
Auto-Preview	System extracts first N pages as preview images
Book Management	Edit details, update price, change status (active/inactive)
Book Removal	Archive or permanently delete books
Order Viewing	Dashboard showing all orders, customer details, payment status
Analytics	Total sales, revenue, bestseller books, order trends
Inventory	Track stock quantity per book

3. PROJECT INVESTMENT & PAYMENT

Development Cost

Deliverable	Cost (₹)
Complete Frontend	₹10,000
Complete Backend	₹5,000 (Discounted)
Total Project	₹10,000

Payment Schedule

Milestone	%	Amount (₹)	Timeline
Initial Advance	30%	3000	Upon contract signing
Final Delivery	70%	7000	Upon launch & acceptance

Included in Development

- Full source code ownership (you own all IP)
- Complete technical documentation
- Infrastructure setup & configuration

Not Included

- Domain registration (you purchase separately)
- Third-party account setup (Razorpay, etc - you create accounts)
- Post-launch feature development (subject to new agreement)

4. WHY UP CRAFT SOLUTIONS?

UpCraft Solutions Private Limited delivers enterprise-grade web platforms built for scale and reliability.

Our Strengths

- Full-Stack Expertise** – Frontend, backend, DevOps, security
- e-Commerce Proven** – Built production platforms for publishers & businesses
- Fast Execution** – 8-week MVP delivery with quality assurance
- IP Ownership** – You own 100% of the source code
- Ongoing Support** – 2 months free maintenance & optimization
- Cost-Effective** – Minimal infrastructure costs, scalable architecture

5. NEXT STEPS & TIMELINE

To Move Forward

1. **Review Proposal** (This document) – Understand scope & investment
2. **Schedule Kickoff Call** – Discuss requirements & customizations
3. **Sign Statement of Work (SOW)** – Formalize agreement & timeline
4. **Project Begins** – Week 1: Backend & database design
5. **Regular Updates** – Weekly progress reports
6. **Go-Live** – Week 3: Platform ready for launch

Proposal Validity

This proposal is valid until February 14, 2026 (30 days from submission)

Book Your Kickoff Call

- Email: upcraft.consulting@gmail.com
- Phone: +91-8870986738
- Website: <https://upcraft.in>

Available: Monday-Friday, 9 AM – 6 PM IST

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