E-Commerce Website Estimation document

For e-commerce, the most important thing is trust.

Our primary goal is to launch your new web-store within eight weeks & with long term support !

-Black Whale Agency

Custom E-commerce Website with Vendor Panel (Budget: ₹1,00,000)

📊 Overview

This document outlines the detailed estimation and scope of a custom-built multi-vendor e-commerce website with budget cap of ₹1,00,000. The project will prioritize core features and deliver an MVP version using modern tech stack.

⚖️ Budget Strategy

- Total Budget: **₹1,00,000**
- Focus: Essential e-commerce and vendor management functionalities
- Method: Lean execution, feature prioritization, and use of UI kits/templates

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✅ Included Features (MVP Scope)

- Homepage (basic hero + featured products)
- Product Listing and Detail Pages
- Cart & Checkout
- Razorpay Integration
- Authentication (Signup/Login)
- Vendor Dashboard (upload products, view orders)
- Admin Panel (basic: view users/orders)
- Responsive design (basic mobile support)
- Hosting and Deployment
- Testing
- 1 months of brand designs (free)
- Brand kit (logo+design+sample+ template+

💸 Cost & Task Breakdown

Total Estimated Cost: ₹1,00,000
 Estimated Timeline: 8–10 weeks (lean execution)

💰 Cost & Task Breakdown (Within ₹1,00,000)

🎨 UI/UX Design   Figma layout for all key pages using predefined plan + branding elements -15 hrs -₹10,000

🖥️ Frontend   - Home, Product List, Product Detail, Cart, Auth - 40 hrs - ₹25,000

📦 Backend (Node/Express) | Product, Cart, User, Vendor API + MongoDB   - 35 hrs - ₹25,000

👩‍💼 Vendor Panel (MVP) - Add products, see orders, track payments - 20 hrs - ₹10,000

👨‍💼 Admin Panel (MVP) - View orders, block users/products - 10 hrs - ₹10,000

💳 Payment Gateway - Razorpay Integration (basic checkout)   - 5 hrs - ₹4,000

🚀 Deployment   Hosting + domain setup (Vercel, MongoDB Atlas)   - 5 hrs   - (according to you selection)

🧪 Testing & Fixes - Mobile responsiveness & bug fixes - 5 hrs ₹5,000

🟢 Total Estimated Cost: ₹1,00,000

🕐 Estimated Timeline: 4–5 weeks (lean execution)

✅ Features

- Fancy animations and sliders
- Testimonials, blog, or CMS pages
- SEO optimization

- Real-time chat or notifications
- Affiliate/referral program
- Advanced analytics dashboard
- Ai integration (if needed)

🔧 Tech Stack Recommendation

Our Process 🛠️

Step 1 – Design Interview We'll understand your values, market, and tone before designing.

Step 2 – Design Presentation Three unique concepts for review and feedback.

Step 3 – Content Creation Collaborate on website copy and collect visual content.

Step 4 – Website Build Development based on finalized design and content.

Step 5 – Launch Seamless launch with zero downtime using our detailed checklist. We'll monitor the rollout and be available throughout your launch weekend.

Terms and Conditions Summary 📜

You agree to provide all required content.

We'll deliver a main design and two revision rounds.

Additional requests will be quoted separately.

HTML5/CSS3, modern browser support.

Photography, copywriting, hosting not included unless stated.

Copyright for visuals is yours. We retain code IP.

Payment breakdown and late fee clauses apply.

Agreement non-transferable. Severability enforced.

🎯 Our Goal

To launch a beautiful, high-converting eCommerce website in just 8 -10weeks — one that builds trust, drives traffic, and turns visitors into buyers.

🛒 What You'll Get: A Complete Storefront

1. Homepage

Hero headline

Featured products

Lead capture (email signup)

2. About Us

Team photos

Brand story with real faces

3. Delivery Page

Clear delivery info (crucial for buyers)

4. Buyer's Guides

Trust-building content to help buyers make informed decisions

5. Product Categories

Smart filters

Shop-like browsing

6. Product Pages

Quality photos

Persuasive descriptions

Clear CTAs, reviews & Q&A

7. Search & Navigation

Fast, intelligent search

8. Live Chat (Recommended)

Answer questions instantly. Close more sales.

9. Payment Gateway Integration

We support all major payment methods (Phonepe, Razorpay, etc.)

Tell us what you use — we'll integrate it seamlessly

Type your name/ sign: _____