

Business Proposal

Web & Mobile Application Development

Prepared For: Sabeh Importer
Date: January 20, 2026
Proposal Valid Until: February 20, 2026

Executive Summary

We are pleased to submit this proposal for the complete development of a web application and native mobile applications (Android & iOS) for Sabeh Importer. This comprehensive solution will establish your digital presence and provide customers with a seamless shopping experience across all platforms.

Project Scope

Deliverables

#	Item	Description
1	Web Application	Responsive e-commerce website with admin dashboard
2	Android Application	Native Android app for Google Play Store
3	iOS Application	Native iPhone app for Apple App Store
4	App Store Publishing	Deployment to Google Play & Apple App Store

Features Included

Customer-Facing Features

- User registration and login (email, phone, social media)
- Product catalog with categories and search
- Product details with images and descriptions
- Shopping cart functionality
- Order placement and tracking
- Payment integration (TeleBirr, CBE Birr, Bank Transfer)
- Push notifications (mobile apps)
- Customer support chat
- Multilingual support (Amharic & English)

Admin Dashboard Features

- Product management (add, edit, delete)
- Inventory management
- Order management and status updates
- Customer management
- Sales reports and analytics
- Promotion and discount management

- Content management system

Technical Specifications

Component	Technology
Web Frontend	React.js / Next.js
Mobile Apps	React Native (cross-platform)
Backend	Node.js / Express
Database	PostgreSQL / MongoDB
Payment Gateway	TeleBirr, CBE Birr Integration

Project Timeline

Phase	Duration	Deliverables
Phase 1: Planning & Design	2 weeks	Requirements, UI/UX design, wireframes
Phase 2: Web Development	4 weeks	Full web application with admin panel
Phase 3: Mobile Development	4 weeks	Android & iOS applications
Phase 4: Testing & QA	2 weeks	Bug fixes, performance optimization
Phase 5: Deployment	1 week	App store submissions
Phase 6: Training & Handover	1 week	Staff training, documentation

Total Duration: 14 Weeks (3.5 Months)

Investment

Project Cost Breakdown

Item	Cost (ETB)
Web Application Development	110,000
Android Application Development	75,000
iOS Application Development	75,000
UI/UX Design (All Platforms)	25,000
Backend & API Development	15,000
Total	300,000 ETB (Net)

Payment Terms (3 Phases)

Phase	Percentage	Amount (ETB)	Due Date
Project Kickoff	40%	120,000	Upon signing
Development Midpoint	30%	90,000	After web completion
Final Delivery	30%	90,000	After full deployment
Total	100%	300,000	

What's Included

Development

- Complete source code ownership
- Custom design tailored to your brand
- Responsive design for all screen sizes
- SEO optimization for web
- App Store Optimization (ASO)

Publishing

- Google Play Store account setup and publishing
- Apple App Store account setup and publishing

Support & Training

- Staff training on admin dashboard
- User documentation
- 3-month free technical support after launch
- Bug fixes during support period

What's Not Included

- Domain name registration
 - Web hosting fees
 - Third-party API subscription fees
 - Content creation (product photos, descriptions)
 - Ongoing marketing services
 - Maintenance after 3-month support period
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Why Choose Us

1. **Experienced Team** - Proven track record in e-commerce development
 2. **Local Expertise** - Understanding of Ethiopian market and payment systems
 3. **Quality Assurance** - Rigorous testing before delivery
 4. **Post-Launch Support** - Dedicated support for 3 months
 5. **Transparent Pricing** - No hidden costs
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Terms & Conditions

1. This proposal is valid for 30 days from the date above
 2. Project timeline begins upon receipt of initial payment
 3. Client to provide all required content (logos, product images, descriptions)
 4. Changes beyond original scope may require additional fees
 5. Final payment due before source code handover
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Next Steps

1. Review and approve this proposal
 2. Sign the development agreement
 3. Submit initial payment (40%)
 4. Kickoff meeting to gather detailed requirements
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Contact Information

For questions or clarifications, please contact:

[Your Company Name]

[Address]

[Phone Number]

[Email Address]

We look forward to partnering with Sabeh Importer to build your digital presence!

Prepared by: [Your Name]

Position: [Your Title]

Signature: _____

Date: _____

Client Acceptance

I, the undersigned, accept this proposal and agree to the terms outlined above.

Client Name: _____

Position: _____

Signature: _____

Date: _____