

#### ECOMMERCE WEBSITE CONSULTATION

#### PROPOSAL

##### Design, Build & Scale

**Client Info:**

**Name: <<client\_name>>**

**Email:<<client\_email>>**

**Phone:<<client\_phone>>**

**Location:<<location>>**

**Date: <<date>>**

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## COMPANY OVERVIEW



Why Us?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **100+** | **50+** | **50+** | **100+** | **50+** | **10+** |
| **Projects** | **Apps** | **Websites** | **Happy** | **Technical** | **Years** |
| **Completed** | **Developed** | **Developed** | **Clients** | **Team** | **Experience** |

About Us

Driving Growth Through Technology and Marketing. We help businesses thrive in the digital landscape. From crafting innovative AI-driven apps and websites to executing high-impact SEO, ASO, SMM, content, and email marketing strategies, we deliver measurable results that matter.

We are a fast-growing business with a very talented and rapidly expanding team. We specialize in Design, Development, Testing, Release & Project Management of AI driven apps & websites. We also specialize in Digital Marketing Services like SEO, ASO, SMM, Content & Email Marketing.

Mission

To be a part of people's daily lives by helping them build lasting relationships in an environment of trust & respect.

Vision

To be one of the leading technology & marketing companies in the world, admired for its innovative products & services thereby contributing to a better & sustainable world.

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## OUR SERVICES

App Design & Development

At AppSynergies, we build well-designed and optimized custom mobile applications with a delightful UX for both iOS and Android.

 iOS Android

Flutter



 React JS

 Firebase

AI Automations

At AppSynergies, we help you to transform your business with AI & drive growth. Automate repetitive tasks, boost productivity, and make smarter decisions with our powerful AI solutions!

 AI Calling  Chatbots

Make

Automations

GHL

Automations

 ManyChat Automations

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Website Design & Development

At AppSynergies, we offer a complete range of website services that build up business value, from the initial idea and formulation of product strategy, through building a prototype and testing it with users, right to the creation of the product itself.



Digital Marketing



Custom Website Design

E-Commerce Development

Responsive Web Design

Content Management System (CMS)

Web Maintenance & Support



We are an AI driven digital marketing agency empowering your business to innovate, optimize & grow in your market using AI-fueled marketing strategies. Our team of experts has over 5 years of experience in the digital marketing industry.

SEO

Social Media Marketing

Content Marketing



 PPC Advertising  Email Marketing Influencer

Marketing

Manual & AI Sales Service



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## OUR APPROACH

###### Technical Services

* We begin by researching your industry and audience to create a tailored strategy.
* Our creative team crafts visually stunning and user-friendly apps and websites.
* We offer a complete range of technical services that build up business value.



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## TEAM EXPERTISE



Our team comprises of experts in various technical & marketing fields with approximately 5 - 10 years of experience & knowledge in delivering complex projects.

You will have the below list of experienced professionals working on your project:

* Project Manager:<<pm\_no>>
* Business Analyst:<<ba\_no>>
* UI/UX Members:<<uix\_no>>
* Backend Developers:<<bd\_no>>
* Frontend Developers:<<fd\_no>>
* AI/ML Developers:<<aiml\_no>>
* System Architect:<<sa\_no>>
* AWS Developer:<<aws\_no>>



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Business Requirement & Project Overview



**User Registration and Verification:**

1. Signup/Login System – Users can create an account using email, phone number, or social media login options.
2. Email/Phone Verification – A verification code is sent via email or SMS to confirm user identity.
3. Secure Password Setup – Users must create a strong password, with options for password reset and recovery.
4. Social Media Authentication – Quick sign-in using Google, Facebook, or other platforms.
5. Profile Completion – Users can update their details, including name and contact information.
6. User Role Management – Different access levels for customers, admin, and support teams.
7. Multi-Factor Authentication (MFA) – Optional security layer using OTP or authentication apps.
8. Captcha Integration – Prevents bots from creating fake accounts through reCAPTCHA or Captcha.
9. Account Activation & Deactivation – Users can activate or temporarily deactivate their accounts as needed.

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1. Email Notifications – Automated emails for successful registration, login attempts, and verification status.

**Modular Architecture**

1. Landing Page & Navigation – A visually appealing entry point with seamless navigation to key sections.
2. User Authentication – Secure SignUp/Login functionality for personalized user experience.
3. Home Page with Sections – Modular design with dynamic content blocks, including featured products, testimonials, and newsletter signup.
4. Advanced Search & Filters – Efficient product discovery with sorting, filtering, and keyword-based search.
5. Product & Order Management – Dedicated pages for product listings, detailed views, ordering, and returns.
6. Cart & Wishlist – Seamless checkout flow with wishlist functionality for future purchases.
7. User Profile & Preferences – Customizable user account with order history and saved preferences.
8. Automated Email System – Instant email notifications for inquiries, orders, and updates.
9. SEO-Friendly & Responsive Design – Optimized for mobile and search engines with smooth animations and intuitive UI.

**Single Vendor Ecommerce Website**

1. Landing Page: A visually engaging introduction to the website showcasing the brand and featured products.
2. SignUp/Login Page: Secure user registration and login for personalized experience and easy access.
3. Multiple Sections in Home Page: Organized content including featured products, categories, and promotions.
4. Search Page/Filter/Sort: Advanced search options with filter and sort features for better product navigation.
5. Products Page: Displaying a wide range of products with clear pricing and description details.
6. Product Detail Page: Detailed information about each product, including specifications, images.

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1. Profile/Account Page: Customer profile section to manage personal details, order history, and preferences.
2. Newsletter Section: Opt-in form for customers to receive regular updates and offers through email.
3. Testimonials Section: Display customer reviews and testimonials to build trust and credibility.
4. Footer Section with Social Media Links: Easy access to brand’s social media

channels and additional links.

1. FAQ Page: Address common customer queries and provide helpful information.
2. About Us: Detailed information about the company’s mission, vision, and values.
3. Contact Us Page: Contact form and details for customer support and inquiries.
4. Terms of Use & Privacy Policy: Legal documents to ensure transparency and protect both the business and customers.
5. Website Chatbot: The chatbot can be seamlessly integrated into various sections of the website, including product pages, FAQs, and customer support areas, allowing for scalability and easy updates without disrupting the site's structure.

**Admin Panel**

1. Admin Dashboard – A centralized panel for managing products, users, and platform settings.
2. Product Management – Admin can add, edit, or remove products with images and descriptions.
3. Inventory Management – Tracks stock levels, restock alerts, and product availability.
4. User Management – Admin can view, edit, activate, or deactivate user accounts.
5. Customer Inquiry Management – Admin can track and respond to customer inquiries and requests.
6. Customer Support System – Integrated contact form, support tickets, and email support.
7. Email and Notification Management – Automated notifications for order updates, promotions, and user actions.
8. Content Management System (CMS) – Allows easy updates to banners, promotions, FAQs, and policies.
9. Analytics and Reporting – Tracks user activity, product performance, and platform engagement.
10. Security & Access Control – Role-based permissions for admin, staff, and support team.

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1. Backup and Data Recovery – Regular backups to prevent data loss and ensure platform stability.
2. Website Chatbot - Enabling admins to customize responses, track user interactions, and update FAQs or promotional messages to enhance customer support.

**Integrations**

1. Email Automation: Automatically trigger confirmation emails and notifications when a user submits a contact form or makes a purchase, enhancing user engagement.
2. Social Media Links: Integrate social media icons in the footer for easy sharing and brand visibility on platforms like Facebook, Instagram, and Twitter.
3. Analytics: Integrate Google Analytics to track user behavior, sales, and website performance for insights to improve user experience.
4. Search/Filter Mechanism: Implement advanced search and filter capabilities to help users quickly find products based on categories, prices, and preferences.
5. Chatbot Integration: Seamlessly integrate the chatbot with the website to provide real-time customer support, handle inquiries, and offer personalized product recommendations

**Website Chatbot**

1. Customer Support & FAQs – Instantly assist users with common queries about products, orders, and store policies.
2. Product Recommendations – Suggest relevant products based on user preferences and browsing behavior.
3. Lead Generation & Inquiry Handling – Collect customer inquiries and forward them to store representatives.
4. User Engagement & Promotions – Notify visitors about discounts, new arrivals, and special offers through interactive chat.

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**Comprehensive Management and Support System for the Platform**

1. Admin Dashboard – A centralized panel for managing products, users, and platform settings.
2. Product Listing & Management – Admin can add, edit, and remove products with descriptions and images.
3. Category & Filter Management – Organize products into categories with advanced filtering options.
4. Inventory Control – Track stock availability, set restock alerts, and manage product visibility.
5. User Management – Admin can view, edit, activate, or deactivate user accounts.
6. Customer Inquiry Management – Admin can track and respond to customer inquiries and requests.
7. Customer Support System – Integrated contact forms, support tickets, and FAQs for user assistance.
8. Email & Notification System – Automated notifications for product updates, promotions, and customer actions.
9. Content Management System (CMS) – Manage banners, promotions, FAQs, and website content easily.
10. Analytics & Reporting – Track product views, user activity, and platform performance insights.
11. Security & Role-Based Access – Different permission levels for admin, staff, and support teams.
12. SEO & Performance Optimization – Optimize product pages and site speed for better search rankings and user experience.

Note:

In the initial phase we would be designing & prototyping the website/app/admin panel to show a demo of how it the flow will be and with the click of each button, what will be the situations that we would have to handle to ensure ease of use of the platform.

The points mentioned will be taken care of, feedback from the client will be our priority and depending of the feedback, situations & use cases, these features might be changed accordingly.

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## PROJECT PRICING

|  |  |
| --- | --- |
| **Design** | **<<design>>** |
| **Development** | **<<dev>>** |
| **Website Chatbot** | **<<wb\_cb>>** |
| **Testing & Deployment** | **<<testing>>** |
| **Annual Maintenance** | **<<an\_ma>>** |
| **Total Amount** | **<<total>>** |

This annual maintenance fee covers the charges to make sure the platform is live and always running properly. If there are any live bugs or anything goes wrong with the platform then we will make sure it is fixed and deployed as soon as possible. We also regularly check & run tests on the platform to make sure everything is working fine.

**Additional Features**

**& Enhancements <<ad\_fs>>**

We would be charging this amount for a team (1 BA/PM, 1 UX, 1 Dev, 1 QA) per week (5 days/40 hrs) on project work after the project completion for any ongoing enhancements, features that the client would want after release.

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###### Payment Method

**AppSynergies Pvt Ltd accepts the following payment method:**

* Bank Transfer
* Credit Cards and Debit Cards
* Net Banking
* Gpay or Paytm

###### Payment Schedule

|  |  |
| --- | --- |
| **Sr No.** | **Schedule** |
| 1 | Before starting the project, the client needs to pay 30% of the total or the estimated amount. |
| 2 | On 50% project completion, the next 40% payment needs to be released. (After getting UI UX Design Approved) |
| 3 | Once the project gets completed the client needs to pay the rest 30% of the total amount before getting the handover. |

**Note:** We are happy to offer 10% discount if you can sing the contract & start the project withing 48 hours.

Next Steps:

Our proposal is valid for a week. To take advantage of this proposal and proceed with the project as outlined, the client next step must be to:

* Accept the proposal as-is
* Discuss desired changes with AppSynergies Pvt Ltd.
* Finalize and sign the contract
* Submit an initial payment as mentioned in the payment schedule section

Once completed, AppSynergies Pvt Ltd will connect you to schedule project launch meeting to make introductions and gather information before beginning the work.

We are happy to make changes to the project scope on your request at any time but this may be subject to additional billing.

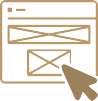
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## PROJECT TIMELINE

* 4-6 Weeks  UI/UX Designs
* 6-8 Weeks  Development
* 2-3 Week  Testing & Live
* Overall Project Completion 3-4 Months

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## CLIENT ONBOARDING



* **Initial Consultation**: We schedule a meeting to discuss your goals, needs, and expectations.
* **Proposal Presentation**: We present our tailored proposal, including pricing and project details.
* **Project Kickoff**: Once you approve the proposal, we initiate the project, assigning a dedicated team.
* **Regular Updates**: We provide regular progress updates and milestones.
* **Project Completion**: Upon project completion, we conduct thorough testing and hand over all deliverables.
* **Ongoing Support**: We offer post-launch support and assistance as needed.

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### Terms & Conditions

Once the project fee is paid in full to AppSynergies Pvt Ltd, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to the client for inclusion in the website are owned by the client. AppSynergies Pvt Ltd assumes the client has permission from the rightful owner to use any code, scripts, data, and reports provided by the client for inclusion in its materials, and will hold harmless, protect, and defend AppSynergies Pvt Ltd from any claim or suit arising from the use of such work.

AppSynergies Pvt Ltd retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. This agreement becomes effective only when signed by the client and AppSynergies Pvt Ltd. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in Mumbai, India and any dispute will be litigated or arbitrated in Mumbai, India.

The agreement in this contract constitutes the sole agreement between the client and AppSynergies Pvt Ltd regarding all items included.

**This proposal shall be valid until <<validity\_date>>**

**Feel free to reach out to us at** [info@appsynergies.com](mailto:info@appsynergies.com) **or +12088421478 for any questions.**

**Signature Details**

Sneha Shukla

<<client\_name>> Sneha Shukla

<<date>> <<date>>

We look forward doing business with you.

Thank You, Team AppSynergies

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### Client Testimonials

**Eric**



Sustainability Ledger, CEO

“Very good team with great understanding of apps. They helped me build my idea of energy estimation and management for household. Their development skills are second to none.”

**Benny C**



UCALL, CEO

“Selecting this team proved invaluable. Their professionalism, creativity, and prompt delivery greatly influenced our projects success. We’re grateful for their outstanding dedication!”

**Wai Chan**

My Wallet, CEO

“AppSynergies resolved major issues with the first version of the product, leading to sustained growth for us. Their development skills are second to none!”

**Asim**

Property Dictionary, CEO

“Working with this team was easy and fun. They really know their stuff, and our project turned out way better than we hoped. Looking forward to more projects together!”

**Ankur**

Edlighten, CEO

“They helped us build a psychometric test platform & AI ML Models which helped us analyze the thinking skills of students.”

**Musa**

Hola Home, CEO

“They developed a property booking platform for us. Very fast setup, good team work and handover by their side.”



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## CASE STUDIES



Deliverables

* **Technical Stack**
  + App: Flutter
  + Backend: Node JS,

Firebase

* + Admin Panel: Flutter
* Integrated AI for matchmaking, profile verification,

and event recommendations.

Worlds first all-in-one AI driven app for dating,

networking.





Deliverables

* **Technical Stack**
  + App: Flutter
  + Backend: Firebase
  + Admin Panel: Flutter
* Implemented real-time resource monitoring, analytics, carbon tracking, and community features

with robust data privacy.

Sustainability Ledger is an app that helps household

and small business track their resource usage.

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Deliverables

* Technical Stack
  + App: Flutter
  + Backend: Firebase
  + Admin Panel: Flutter
* Developed a property search app with curated listings, advanced filters, virtual tours, direct inquiries, and real-time

notifications.

Property dictionary is your go-to property dictionary app, offering a collection of listings with

comprehensive details.

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CASE STUDIES





**Revolutionizing homes and small businesses for a more Sustainable tomorrow.**

* Real Time Energy Usage Monitoring
* Carbon Footprint Calculator
* Personalized Efficiency Insights
* Financial Savings Projections

**Take Control of Your Finances with Our Money Tracking App!**

* Expense Tracking
* Budget Management
* Income Analysis
* Financial Report

**Top-notch Services to users and assist in identifying the most fitting job opportunities for you.**

* + Access to Basic Services
  + Roadside Assistance Anywhere
  + Emergency Services at Your Call
  + Book any Service & get rapid response

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# Contact Us

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**Social Media**



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