

E-Commerce Marketplace PROPOSAL

PREPARED FOR:
Kuben

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THANK YOU FOR TRUSTING US

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► **PREPARED FOR:** Kuben
South Africa

Outsource in Pakistan appreciates the opportunity to provide Kuben with this proposal for the website design and development. We are incredibly passionate about helping our customers tell their story and find their voice. An open, thoughtful and creative mind is the greatest asset we have which gives us the confidence that this partnership will help us develop your prestigious brand to achieve success in unexpected ways.

We hope you find this proposal covers everything you requested. Please let us know if we need to make any revisions or clarifications.

Highest Regards,
Team Outsource in Pakistan

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Introduction ■ ■ ■

Outsource in Pakistan is a creative & digital agency with years of experience, real-time technology, and a bundle of creative minds that can lead you to success. A perfect blend of technology, creative thinking and digital craftsmanship enable us to produce eye-catching designs, impacting digital strategies pioneering online marketing solutions and high-quality websites. We are famous for providing outstanding creative solutions to forward-thinking

Why Us?

At Outsource in Pakistan, you will get dazzling designs and flawless solutions to all your digital needs. Each of our bespoke websites are tailored to individual requirements of customers, meaning that you'll receive a website that reflects Kuben's Marketplace unique ethos and brand. Outsource in Pakistan combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground. We deliver high-quality work through our focus on bidirectional communication, responsive customer service, client education, seamless project management, product quality, and an ethical approach to

Our Services



Brand
Identity



Mobile Application
Development



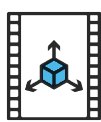
Web Design &
Development



Digital
Marketing



Search Engine
Optimization



Video
Animation



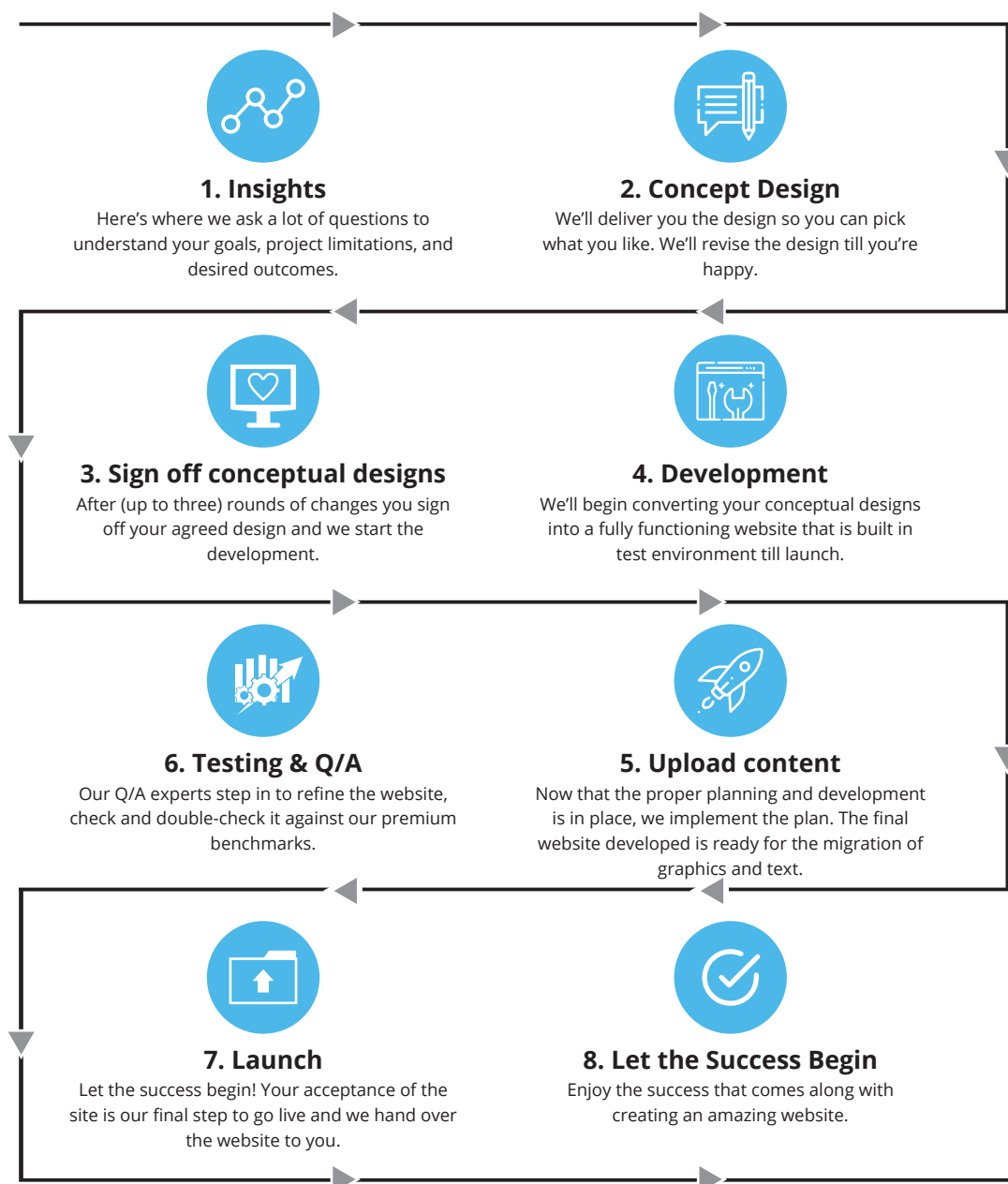
Web Hosting &
Security Services



Social Media
Management

Our Process

Outsource in Pakistan's experience in effective website design and building is evident by our well-honed interactive design and development workflow. It is a process that ensures the websites we design and develop for clients are focused on delivering customized and measurable outcomes, not one-size-fits-all themes. It combines our creative process and our technical process into one easy-to-follow workflow.



I Project Overview And Analysis ■ ■ ■

It is our understanding that Kuben seeks to have an E-Commerce marketplace where people can buy and sell products from different vendors.

I Project Scope ■ ■ ■

In order to meet your needs we would build a marketplace on Magento 2 platform.

Specific inclusions and Details:

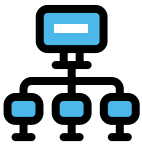
▶ Website Type	Multi-Vendor Marketplace
▶ Platform	Magento 2
▶ Languages	HTML/CSS/JavaScript/PHP
▶ Website Pages	Unlimited
▶ Language of Website	English
▶ Content	To be provided by the client.
▶ Hosting	To be provided by the client.
▶ Domain / URL	To be provided by the client.

Website Design ■ ■ ■

▶ Graphical User Interface	At the outset, the crucial factors of website will be modern, clean design, effectively serving the website's purpose and user-friendly web interface.
▶ Aesthetics	The aesthetics of the website bear a tremendous responsibility. User interface will be designed with an objective to create an instant connection with brand and Audience.
▶ Theme Based Design	Vibrant and lively theme design will be used for website to create unique brand identity and fascinating experience helping it stand out among others. For Application we will develop custom unique design as per the requirement of the client.
▶ Optimized Layout	Prominent Call to Action (CTA) buttons will be strategically placed at key areas throughout the site to maximize user Engagement and push visitors to get right information.
▶ Navigation	The website will have interactive navigations to help users better navigate content and move around the design
▶ Mobile Responsive	The website will be streamlined, organized, and viewable on all mobile devices (Responsive)
▶ Cross-Browser Compatibility	The website will be built to function correctly in all internet browsers
▶ SEO Friendly	Basic on site activities will be performed to optimize the website and make it SEO friendly

Website Features

Product Categories



This feature will display products from multiple categories. Each category will display respective products with images, description, color, price etc.

Product Detailed Page



The detailed page will display following options:

- Name
- Description
- Images
- Color
- Price

WooCommerce Integration



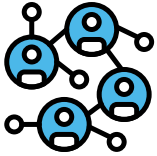
We will integrate complete WooCommerce functionalities in your website, so that it can look and perform like a professional e-commerce website.

Content Management System (CMS)



The client will be provided with a Content Management System to update the product and other stuff. Also, able to review the order details, ordered by the customers.

Multi-Vendor E-Commerce



Independent vendors/sellers can sell their products through a single storefront with all the features of magento 2 platform.

Payment Method Integration



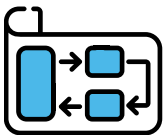
We will integrate most popular payment merchant systems like PayPal, Stripe, Credit Cards, and Square etc. It will help users pay online easily and safely.

Add to Cart



User will be able to select products to add in his cart and further proceed or edit that cart before going into checkout page.

Order Processing



User would place order online but registration will be required prior order placement. After registration they will confirm their delivery and billing details to confirm the order.

SEO Friendly Website



We will provide SEO friendly website that will help your website to rank better in search engines by applying all SEO practices.

Website Modules And Time Estimates

Design

▶ Week 1	Document all the functionalities and requirements of the website.
	Client feedback will be required and revisions will be provided
	Lock the initial conceptual designs
▶ Week 2 - 3	Deliver proposed themes to the client.
	Client feedback will be required
	Purchase theme and implement

Development

▶ Week 4 - 9	Implement all the requirements on theme.
	Deliver functionalities in milestones
	Client feedback will be required and revisions will be provided
	Lock the milestone
▶ Week 10	Payment Integration
	Content Uploading
	QA & Testing

I Exclusions And Assumptions ■ ■ ■

- ▶ The scope of the project is as mentioned in the above document
- ▶ Client will provide any current style guides, logo, company branding elements available, source files, and/or photography for the design process.
- ▶ Assets and imagery to be used from our end if not provided by the customer. (30 stock photos per project only; exceeding this limit will result in extra fee).
- ▶ The images/pictures/assets provided by the customer will be assumed as copyrighted and liable by the customer.
- ▶ Miscellaneous expenses, including additional stock photography or paid plugins will be billed separately at cost.
- ▶ Anything not stated in the solution description is not part of the project and if included later on, will be charged extra for unless otherwise agreed by Webmization.

Acceptance Of Proposal

Please inspect the above scope, description of work and terms for your project, and indicate your acceptance with your signature below. We trust this proposal satisfies your needs, but should anything need clarification or adjustment, please don't hesitate to let us know.

Web Proposal		
Kuben	Project Due 10 Weeks After Deposit	Proposal Date June 20, 2019
▶ Project Kickoff		USD 2,000
▶ Project Delivery		USD 3,000
Total		USD 5,000

Client name

Position

Sign here to approve

Date

APPENDIX



Terms And Conditions ■ ■ ■

Additions to the scope

We make all attempts to be as inclusive and clear as possible when defining our scope. If during the course of this project, you request additional work beyond the scope detailed in our description of work, we will create a change order detailing the cost and submit it for your approval.

Project Durations

The durations listed for the stages of a website build are estimates only. We give our best estimate of time durations based on the information at hand when we generate each proposal. Actual durations often vary substantially due to changing client needs and client response time. Projects can be fast tracked if necessary. Change in project scope with mutual consent of Outsource in Pakistan and FAMA can also result in changing the website modules and time estimates.

Payment of Fees

We require a down payment equaling 50 % the total in order to begin work. The net balance becomes due upon signing of a contract completion agreement.

Collateral Content

If providing your own images, text, or other miscellaneous content, please provide them in a timely manner. This will help prevent production delays. If there are delays in obtaining collateral from you, the additional time may be added to any agreed upon not-to-exceed project duration.

Hosting

We have partnered with one of the finest managed hosting providers in the business in order to pass on to you great rates and benefits that are unavailable to individuals. If you prefer your own hosting, we can help you with that too, however, Outsource in Pakistan makes it clear that the website is solely at the client's own risk and we'll not be held responsible for anything that happens to your website after transferring website to your preferred hosting.

Completion Agreement

It is important for our clients to have a firmly completed website without loose ends. Once your website is complete and operating to your satisfaction, we will ask you to acknowledge this by returning a completion response. You'll have exactly 30 days to identify any loose ends. Any additional work requested after the completion stage has been obtained will need to be either covered by one of our service contract plans or estimated and quoted as new work.

Right to showcase

We reserve the right to use screen shots of your website in our ongoing portfolio and/or in other marketing material we may choose to produce now or any time in the future to promote our web service products (If not, please indicate otherwise).

Copyrights and Trademarks

The client represents that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to us for inclusion into this proposed project will be owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Outsource in Pakistan., its owners, employees and agents, from any claim arising from the use of such elements furnished by the client.

Refund Policy

- ▶ You are entitled to get 100% refund of the upfront payment you made (if any) in the event where the project has not been started or if the initial design style has not been delivered to you.
- ▶ Partial refund will be issued as per the judgment of the service provider if we fail to complete the project in accordance with the delivery policy and contract of agreement. The amount will be calculated by Outsource in Pakistan taking into account the proportion of the project completed and the proportion yet to be completed as per the pre-defined scope of the project.

Chargebacks

If we receive a chargeback or payment dispute (i.e. PayPal Dispute) from a credit card company or bank, your service and/or project will be suspended without notice. Instead of issuing a chargeback, please contact us to address any billing issues. Requesting a chargeback or opening a PayPal dispute for a valid charge from us is fraud, and is never an appropriate or legal means of obtaining a refund. Please read and make sure you fully understand our refund policy prior to making a payment.

Backup and Data Loss

Through this statement of terms and conditions, Outsource in Pakistan makes it clear that users' use of the website is solely at their own risk. In any case Outsource in Pakistan do not ensure any data loss encountered. Through this statement of terms and conditions, the users of Outsource in Pakistan agree to take full responsibility for using the website and the consequences dealt with in.

Liability

Outsource in Pakistan in any case shall not be responsible for any type of claimed damages, including incidental and consequential damages, which may arise from Outsource in Pakistan's servers going off-line or being unavailable for any reason whatsoever. In addition, Outsource in Pakistan shall not be held responsible for any type of claimed damages resulting from the corruption or deletion of any website from one of Outsource in Pakistan's servers. All damages shall be limited to the immediate termination of your service.

Our expert team will always do their best to keep the entire website run smoothly while having no bugs and glitches ensuring that your web experience is the best when you are on Outsource in Pakistan.

Outsource in Pakistan disclaim any and all of the loss or liability that results from, but not limited to; Any type of loss or liability resulting from Outsource in Pakistan's website access delays or website access interruption.

- ▶ Any type of loss or liability that result from Outsource in Pakistan's website data transfer.
- ▶ Any type of loss or liability that result from the unauthorized use or misuse of users' primary information by anyone.
- ▶ Any type of loss or liability that result from errors, omissions, or misstatements in any and all information or service(s) provided under this agreement.
- ▶ Any type of loss or liability that result from the deletion of or failure to store email messages.
- ▶ Any type of loss or liability that result from the users' inability to use our mail service.
- ▶ Any type of loss or liability that result from the use of Outsource in Pakistan's mail service.
- ▶ Loss or liability that you may incur in connection with our processing of your application for our services and the website.

Indemnity

Being a user of this website You agree to defend, indemnify and hold harmless Outsource in Pakistan and the directors, officers, managers, employees and representatives of each of them, for any type of loss, damages or costs, including reasonable lawyers' fees, resulting from any third party claim, action, or demand related to your name or the use thereof. Outsource in Pakistan does not own or attempt to nor want to and will not claim ownership of your provided or shared content.

For Outsource in Pakistan, if a user shares one's website in regard of project proposal or works activity, all the elements on your website is considered a publication of yours and Outsource in Pakistan is not considered to be held responsible for anything you present on the web through your domain at all.

All of your logos, Names, Graphics, Design Theme, Brand Names, Trademarks, the Content, Words, Pictures, Images, Ideas, Visuals and Illustrations are all your assets and Outsource in Pakistan will not claim the ownership in any way.

What Else We Can Help You With?

SEO Services

Don't sit there and wait for leads once you have created your website. Quality leads come through professional SEO. Let our dedicated team take care of your website so you can boost your ranking, enhance visibility, and attract more customers.

SEO Basic

\$299/ month

10 Keywords Optimization

4 Keywords in top 10

Search Engine Submissions

2 Blogs Writing

4 Blog Posting Links

10 Blogs Social Bookmarking Links

1 Press Release Writing

2 Press Release Links

Standard

\$499/ month

25 Keywords Optimization

10 Keywords in Top 10

Search Engine Submissions

6 Blogs Writing

12 Blog Posting Links

20 Blogs Social Bookmarking Links

2 Press Release Writing

4 Press Release Links

Professional

\$799/ month

50 Keywords Optimization

20 Keywords in Top 10

14 Blogs Writing

28 Blog Posting Links

30 Blogs Social Bookmarking Links

4 Press Release Writing

8 Press Release Links

4 Guest Blogging Links



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