

# Website design and Implementation for Dawar

## Technical & Financial Proposal

NETAQ SOFT FOR E SOLUTIONS

### Document Revision History

Date	Version	Revision Description	Author
27/10/2016	1.0	Initial Proposal Document	Hemakumar Rudran
27/10/2016	1.0	Reviewed	Syed Tariq

Dear Mr Abdulrahman,

Kindly find enclosed our proposal for the Dawar eCommerce Website with Multi Seller Marketplace, prepared on your request.

We will look forward to hearing from you soon. For more information or inquiries, please do not hesitate to contact us.

Best regards,

**Ali Bin Yahia**

CEO

Netaq E-Solutions

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## 1 INTRODUCTION

### 1.1 EXECUTIVE SUMMARY

Dawar aims to create a new marketplace to facilitate sellers to sell their products online.

The idea is to offer one stop solution to make buyers simple to find and purchase products online.

The system will offer interface for Suppliers (Service Providers) also to update their information followed by Admin approval.

To further enhance Dawar System will be capable to handle multiple languages and will be responsive to different screen sizes.

### 1.2 SOLUTION SCOPE

The following objectives have to be achieved by the proposed solution:

- An online eCommerce website to handle Online Purchase, act as a customer storefront, and orders tracking system.
- A content management system to handle the content to be delivered to the customers.

## 2 BUSINESS REQUIREMENTS

### 2.1 REQUIREMENTS

Dawar requires the development of a user-friendly, efficient, and powerful eCommerce portal that allows them to perform the following functions:

#### Functional Requirements

- Catalog Management – Manage and maintenance of all of the items and their inventory. This module allow for unlimited product customization and pricing modifications.
- Customer Catalog Browsing – Easy search and filtering of items using powerful filters like price and categories.
- Product Browsing – Detailed item view with multiple images for an item, related products, availability, and the ability to share the product information on Facebook.
- Checkout, Payment, Printing– Secure shopping carts and one-page check outs with integrations with Payment Gateway.
- Customer Order Management – Manage (view, edit, create and fulfill) the customer offers. Both administrators and customers will get updated via email notifications.
- Customer Account Management – Customers can manage their profile, view their order history, and view their submitted product reviews and feedback.
- Site Management System - Allows administrators to manage the site content for the landing pages. This is complete with customizable design templates. This module will also allow users to create roles and assign them to users to perform specific task based on their role.
- International Support – Support Right-To-Left and Arabic text.
- Reporting and Analytics – Comprehensive product and sales reports. This module also will include an integration with Google Analytics to get an in depth understanding of user behavior.
- User Types:
  - Listed below are the User Types
    - Admin
    - Supplier
    - Registered Users
    - Anonymous User

## Non- Functional Requirements

- Responsive Design – the web layout will be optimized for any viewing device. This includes modern desktop browser sizes, tablets, and mobile devices.
- Theme and Branding
- Cross Browser Compatibility – the web layout will be designed to fully function with all modern Internet browsers (IE 9+, Chrome, FireFox, and Safari).
- Search Engine Optimization – All pages urls will be search engine optimized. This includes Google Content API for shopping so that search results will be richer and product oriented.

### 3 PROPOSED SOLUTION METHODOLOGY

#### 3.1 PROPOSED CUSTOMER AND ADMINISTRATOR WEBSITE SITEMAP

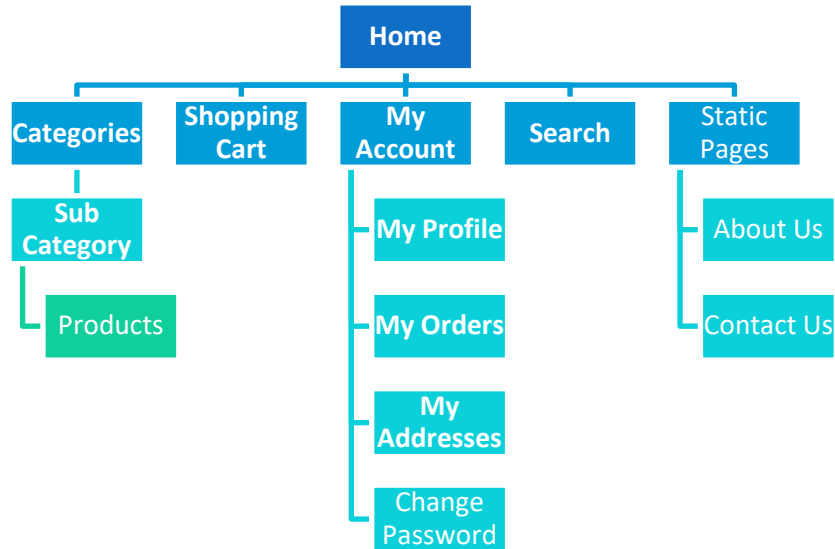


Figure 1 – User Sitemap

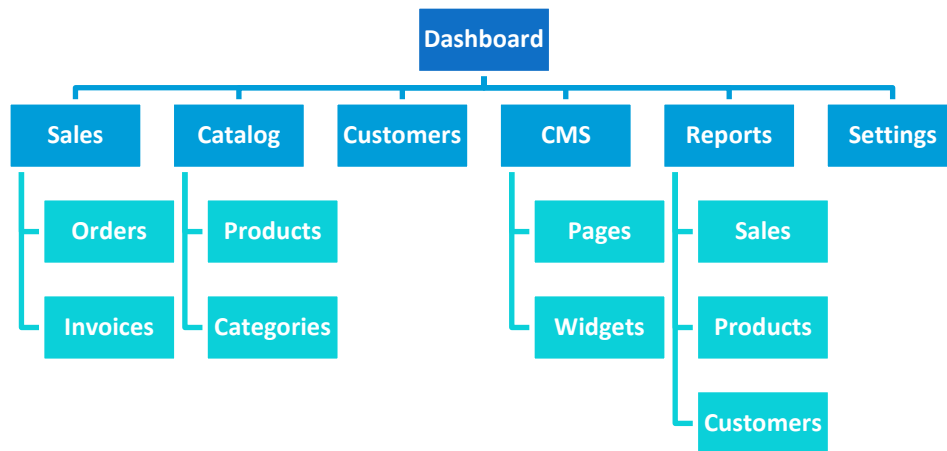


Figure 2 – Website Administration Sitemap

**NOTE:** Site maps may be subject to change after business analysis has been conducted.



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## 3.2 INFORMATION ARCHITECTURE AND WIREFRAMING

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The Information Architecture will be determined after the initial meeting with the Customer.

## 3.3 DAWAR ECOMMERCE SYSTEM

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We will implement the Dawar eCommerce System using Magento e-Commerce Platform.

The eCommerce System will include the following features and modules:

- **Catalog Management**
  - Simple & configurable products
  - Admin or Supplier Portal will have option to enable Products or hide / unhide specific information like Deals, Supplier Information etc
  - Unlimited product attributes
  - Attribute sets for quick product creation of different item types
  - Inventory management with backordered items, minimum and maximum quantities
  - Batch updates to products in admin panel
  - Search results rewrites and redirects
  - Product reviews & ratings
  - Product sorting – define attributes for customer sorting on category (price etc.)
  - Option to define Tickets for specific dates, range of dates & specified time slots
- **Catalog Browsing**
  - Layered / faceted navigation for filtering of products in categories and search results
  - Filter products by categories and price
  - Static block tool to create category landing pages
  - Breadcrumbs
  - Ability to assign designs within category and product level (unique design per Product/ category)
  - Product listing in grid or list format
- **Product Browsing**
  - Multiple images per product
  - Product image zoom-in capability
  - Related products and upsell
  - Stock availability
  - Multi-tier pricing upsell
  - Add to wish list
  - Share on Facebook
- **Checkout & Payment**
  - One-page checkout
  - Guest checkout

- Option for account creation at beginning of checkout
- SSL security support for orders on both front-end and back-end
- Saved shopping cart
- Integration with multiple Payment gateways
- **Order Management**
  - View, edit, create and fulfill orders from the admin panel
  - Create invoices & Print invoices
  - Includes the ability to create new customers, or select existing customers and view their shopping cart, wish list, last ordered items
  - Assisted Shopping - customer service representatives and other admin users are able to manage products and coupons in customers' shopping carts and wish lists through the administrator panel
  - Create re-orders for customers from the administration panel
  - Email notifications of orders with the option to get Ticket as attachment in PDF
- **Customer Accounts**
  - Account dashboard
  - Wish list with ability to add comments
  - Order status and history
  - Re-orders from account
  - Recently ordered items
  - Newsletter subscription management
  - Product reviews submitted
- **Customer Service**
  - Contact Us form
  - Create and edit orders from the admin panel
  - Order history with status updates
  - Order tracking from account
  - Password reset email from front-end and admin panel
  - Order and account update emails
  - Customizable transactional emails
- **International Support**
  - Multi-Language Support but currently system will offer English & Arabic Language
- **Analytics and Reporting**
  - Integrated with Google Analytics
  - Admin dashboard for report overview
  - Sales report
  - Best viewed products report
  - Best purchased products report
  - Low stock report
  - Search terms report

- Product reviews report
- Coupon usage report
- Total sales invoiced
- **Search Engine Optimizations**
  - Google Site Map
  - Search engine friendly URL's
  - Google Content API for shopping
- **Static Pages**
  - System will support other static pages like FAQ, Terms & Conditions, Privacy Policy, be our partner, Contact Us etc.

### 3.4 HOSTING REQUIREMENTS

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- Magento LAMP stack
- Operating System - Linux x86-64
- Web Server - Apache 2.x
- Database - MySQL 5.6
- PHP - PHP 5.5
- SSL required - A valid security certificate is required for HTTPS.

Note: It is recommended to use dedicated server for hosting

## 4 SCHEDULE OF DELIVERY AND MAINTENANCE

### 4.1 PROJECT DELIVERY TIMELINE

Development phases	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8
Requirements gathering								
Installing and Configuring CMS and Theme								
Development								
Market Place installation & Configuration								
Reports								
Perform functional testing								
Deploy website on staging server								
User Acceptance Test								
Deploy website to production server								
Perform functional testing on production server								
Final User Acceptance Test								

Note:

- Team Mobilization Period will be minimum 05 working days after Project Sign-off
- Project will be divided into 03 Phases

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## 4.2 PROJECT PHASES DESCRIPTION

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### Phase 1: (Setup)

1. Requirement Analysis
2. System Design
3. Magento Installation
4. Configuration
5. Theme Customization
6. Manage categories and sub-categories
7. Manage Products and simple variations
8. Product fields include name, SKU, product details, additional details, list price, your price, stock, minimum quantity order amount, and more.

### Phase 2: (Website)

1. Search and sort to easily find categories
2. Search and sort to easily find products in certain categories or with specific attributes
3. Search and sort to easily find orders by specific variables Custom attributes with variations
4. Manage content pages and create new content pages
5. Manage homepage banners
6. Manage your main navigations including header, side and footer
7. Manage and updated order status
8. View order number and all customer information
9. Receive email when order is placed
10. Export orders to Excel
11. Payment Gateway Integration (PayFort & PayPal) and Cash on delivery set-up
12. Multi-Language

### Phase 3: (Supplier)

1. Enable/Disable option for product supplier to register and choose a customer group
2. Supplier Panel - Every supplier has a supplier dashboard with products uploaded and management features
3. Adding Products - Suppliers can add a new product with the product's description, metadata and images
4. Preview products on front-end before they go live
5. Supplier dashboard with sales and revenue reports
6. Supplier Product List - Supplier can view all his products and manage them
7. Customizing product form - Product upload form can easily be changed in the admin panel
8. Admin can change labels of the existing product metadata
9. Admin has a list of all the products added by supplier
10. Admin can change the product's supplier/owner
11. Admin and supplier can generate supplier's sales report

### 4.3 OUT OF SCOPE

1. Content & Images Creation or Uploading
2. Updating Product Catalog
3. Additional Payment Gateway Integration (except COD, PayFort, PayPal)
4. SEO & Email Marketing
5. Abandoned Cart Reminder
6. Pre-Orders
7. No Shipping Configuration. Only Flat Rate.
8. Any Hardware or Software Cost
9. Hosting cost not included

## 5 COMMERCIAL OFFER

DESCRIPTION	COST
E-Commerce Website design and Implementation for Dawar	<b>AED 30,000</b>

#### Payment Terms:

- 40% Advance at start of Phase 01
- 30% Advance at start of Phase 02
- 30% Advance at start of Phase 03

## 6 SELECTED SHOWCASE OF IMPLEMENTED ECOMMERCE PORTALS

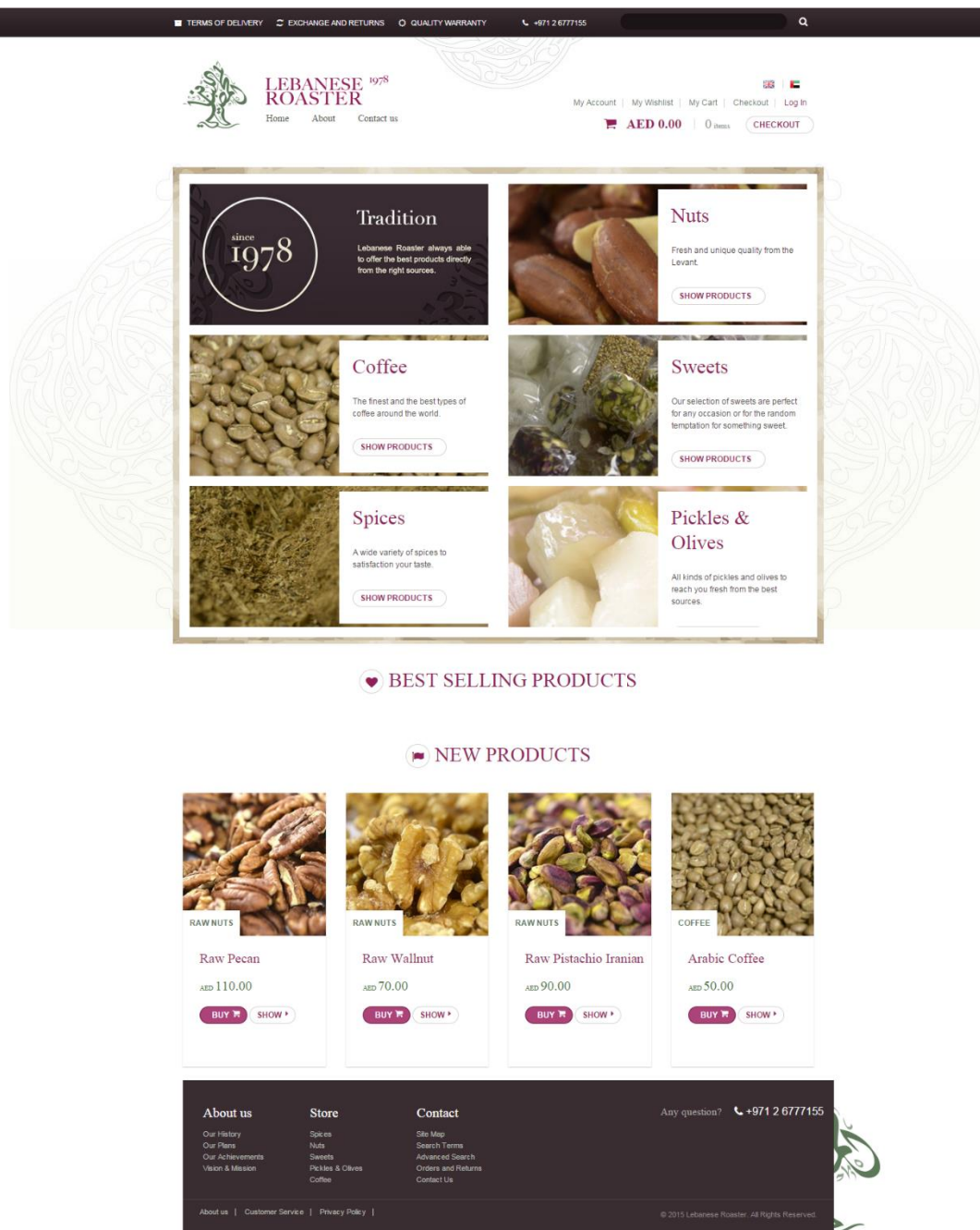


Figure 1 - Lebanese Roaster (<http://lebanese-roaster.com/index.php/>)



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Figure 2 – Whiteyboard Middle East (<http://whiteyboard.ae/>)



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> FAQs  
> Payment  
> Shipment  
> Where is my order?  
> Return policy

### STYLE ADVISOR

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> Information  
> Addresses  
> Discount  
> Orders History  
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Figure 3 – My Pen and Stationery (<http://mypen.ae/>)ra

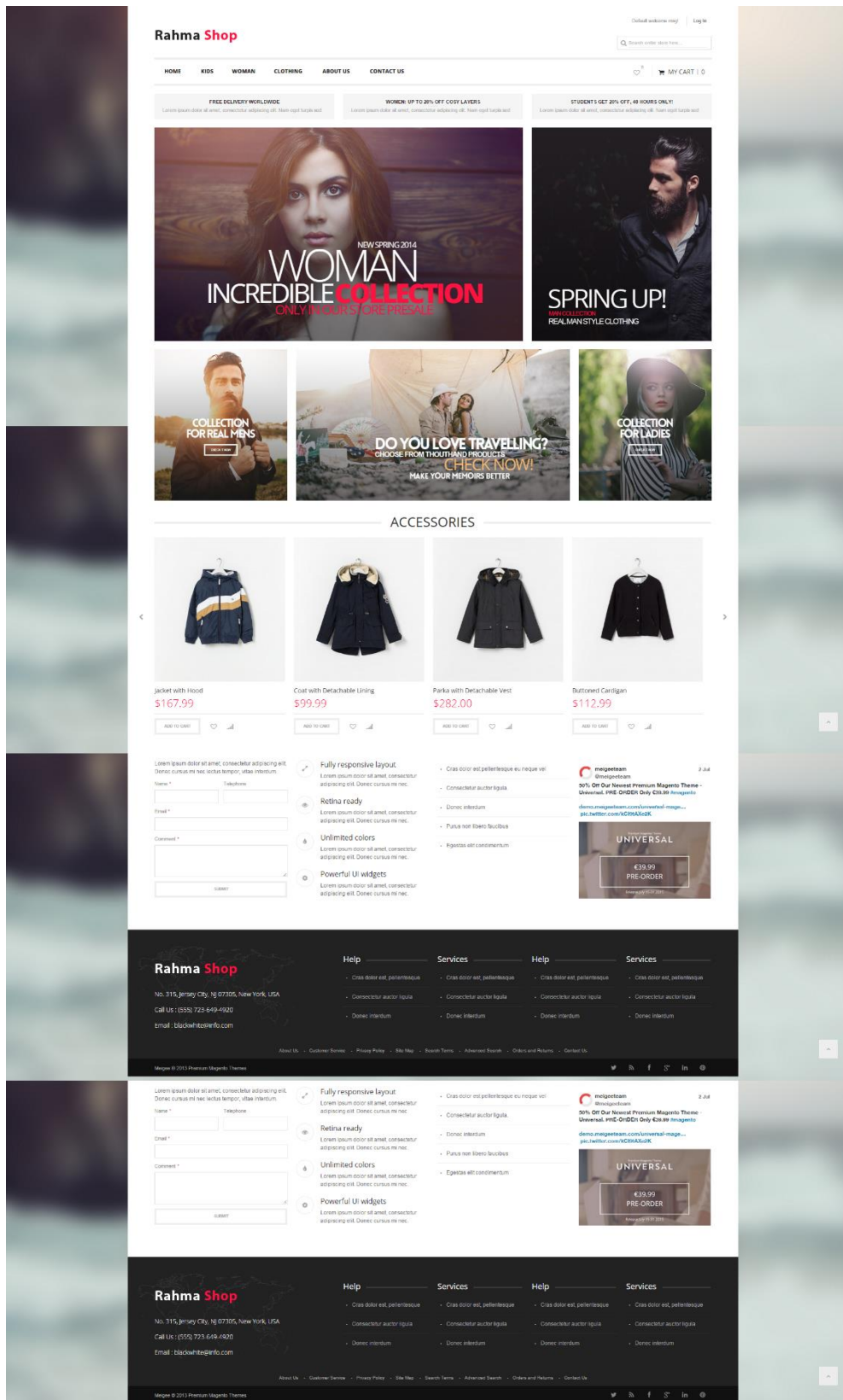


Figure 4 – Rahma Shop

## 7 TERMS AND ASSUMPTIONS

1. Both parties agree that this proposal contains all requirements for the solution. Any customizations or additional consultation beyond the agreed components are subject to additional costs and may affect Project timelines.
2. Client must need to nominate one person as Project Manager / Coordinator from their team throughout the length of the Project. Nominated person will be considered as Focal Point from Client for all Project related communications & will be responsible to manage/arrange all agreed Client's responsibilities.
3. Working on the project will start after receiving the required data requested from the Customer and Netaq submission of Project Plan.
4. Any hardware and 3rd party software licenses are not covered by our scope
5. Website will not have any integrations with any other system.
6. All Content (including photo/pictures and application content) must be supplied by Customer and it must match the agreed application information architecture. Netaq has no responsibility in producing any content except the design itself. If clients ask for creation of content, it will be "Additional" and will be bill as according to agreed content.
7. In case new requirements have been introduced, Netaq will follow the change management process. Changes to the Agreement must be in writing and must be signed by both parties.
8. The outcome of this project is dependent on a number of factors including timeliness of client participation, other client internal operations and third party dependencies (if any). VENDOR does not guarantee the whole outcome and no such guarantee is expressed or implied if other involved parties not responding as per the plan.
9. In no event shall VENDOR or its agents, be liable to the client for loss of profit, lost opportunity, or any damages, whether direct, indirect, consequential, exemplary, punitive or otherwise, arising out of any service provided or arranged by VENDOR. VENDOR shall not be liable for any error, omission, defect or deficiency in any service or solution, which may result from, but not exclusive to, the client's failure to provide complete, accurate and current information to VENDOR.
10. VENDOR does not warrant that the deliverables will operate in combinations other than as specified in the proposal or that the operation of the deliverables will be completely error-free. In case of any error or interruption which is directly related to proposed system Vendor will resolve before Project-Signoff.
11. The client acknowledges and agrees that VENDOR may provide services to other businesses including those in the same or similar line of business as the client.
12. The client represents and warrants that the use, as contemplated by this agreement, of the system supplied by the client as described in the proposal shall not infringe any copyright, trademark, trade secret or other third party proprietary right.
13. VENDOR has permission from the rightful owner to use any images or design elements that are provided by CLIENT for inclusion in the website, and will hold harmless, protect, and defend VENDOR from any claim arising from the use of such elements.
14. VENDOR retains the right to display graphics and other Web content elements as examples of their work in their portfolio.
15. This Agreement shall be interpreted and construed under the laws of UAE. The parties agree that any action brought by either party against the other shall be brought in the UAE, and the parties do hereby waive all questions of personal jurisdiction or venue for the purpose of carrying out this provision.
16. FORCE MAJEURE – Neither party will be liable to the other for delays in performing any obligations under the Agreement due to circumstances beyond its reasonable control, including but not limited to revolts, insurrections, riots, wars, acts of enemies, national emergency, strikes, floods, earthquake, embargo, inability to secure materials or transportation, and acts of God, and other events beyond the reasonable control of the parties caused by nature or governmental authorities.
17. To make sure that the Proposed System conforms to the agreed requirements, CLIENT must need to approve each deliverable item.
18. All feedbacks of Testing Teams or Business Users should be in written form.

19. Either party is permitted to end the contract if the other party does not fulfil its obligations as specified in these terms and conditions. Before termination, the innocent party must tell the other party in writing that the other party is not meeting the agreed obligations and that if the problems are not corrected in five working days, the innocent party will end the contract.
20. If termination occurs CLIENT must need to pay all invoices that Vendor supplied previously.
21. VENDOR may terminate this Agreement if Licensee is in default of any of the terms and conditions of this Agreement and fails to correct such default within ten (10) days after written notice thereof from VENDOR.
22. All information about the Project is confidential unless both parties agree. "Confidential Information" means all confidential, scientific, technical, financial, business and other information, all manufacturing, marketing, sales and distribution data, all scientific and test data, documents, methods, techniques, formulations, operations, know-how, experience, skills, trade secrets, computer programs and systems, processes, practices, ideas, inventions, designs, samples, plans and drawings;
23. All notices given under the Agreement will be effective when received in writing. Notices to the CLIENT and VENDOR will be sent to the address provided in the Agreement.
24. The CLIENT must not use the System in any way that causes, or may cause, damage to the System or impairment of the availability or accessibility of any areas of the System.

## 8 POST IMPLEMENTATION SUPPORT AND MAINTENANCE

Maintenance will begin on the day of the delivery sign off and will be free-of-charge for 03 Months. The following detailed service parameters are the responsibility of Netaq in the ongoing support of this project.

### 8.1 SERVICE SCOPE

The following services are covered:

- Manned telephone support
- Monitored email support
- Remote assistance using remote desktop software where available

The following corrective and preventive maintenance Services are covered:

- Provide proactive regular scheduled updates and security hardening.
- Provide immediate support and priority on application failure.
- Providing application backup and recovery from outages.
- Fixing production system bugs.
- Correcting erroneous data, data fill and flow problems.
- Analyze application fault information and conduct root cause analysis.

### 8.2 THE CUSTOMER REQUIREMENTS

The Customer should provide reasonable availability of the Customer representative(s) when resolving a service related incident or request.

### 8.3 SERVICE PROVIDER REQUIREMENTS

- Meeting response times associated with service related incidents.
- Appropriate notification to the Customer for all scheduled maintenance.

### 8.4 SERVICE EXCLUSIONS

Exclusions to the scope of maintenance include:

- Any functional changes or enhancements added but not communicated and documented by the Customer to Netaq.
- All web server related software and hardware maintenance and support
- Any network related issues.

### 8.5 SERVICE ASSUMPTIONS

Assumptions related to in-scope services and/or components include:

- Changes to services will be communicated and documented to all stakeholders.
- Database and file backups will be maintained on a timely basis by the web server administrator.

- In case of hardware failure, a disaster recovery plan should be in place with all the required prerequisites installed to restore the website.

## 8.6 SERVICE AVAILABILITY

In support of services outlined in this Agreement, the Service Provider will respond to service related incidents and/or requests submitted by the Customer within the following time frames:

- Within 8 hours for issues classified as **High** severity. This applies if 25% or more of the total visitors are affected by the incident or a Product can't be purchased totally.
- Within 48 hours for issues classified as **Medium** severity. This applies for incidents that occur in isolated cases that break functionality.
- Within 5 working days for issues classified as **Low** severity. This applies for incidents that do not impede the normal flow of work.

Coverage parameters specific to the regular service(s) covered in this Agreement are as follows:

- Telephone support : 9:00 A.M. to 6:00 P.M. Sunday – Thursday
  - Calls received out of office hours will be forwarded to a mobile phone and best efforts will be made to answer / action the call.
- Email support: Monitored 9:00 A.M. to 6:00 P.M. Sunday – Thursday
  - Emails received outside of office hours will be collected, however no action can be guaranteed until the next working day

Remote assistance will be provided in-line with the above timescales dependent on the priority of the support request.

## 9 REVIEW AND ACCEPTANCE OF PROPOSAL

THIS AGREEMENT was made and effective (on the day signed on) and between:

**Netaq Electronic Solutions,**

P.O. Box: 51196, Abu Dhabi, UAE

+97124446613

AND

**Dawar**

Dubai, UAE

Whereby, designing and implementation of website with specification set out in this proposal within the payment terms and assumptions.

WITNESS WHEREOF this Agreement has been signed in two original copies by the duly authorized representatives of both parties here to.

**For Netaq Soft Electronics Solutions**

**For Dawar**

Name : **Ali Bin Yahia**

Name :

Designation: **CEO**

Designation:

Signature :

Signature :

Date :

Date :

Stamp :

Stamp :

## APPENDIX I – NETAQ E-SOLUTIONS GENERAL INFORMATION

### A. ABOUT NETAQ ELECTRONIC SOLUTIONS

Netaq Electronic Solutions is an Abu Dhabi based e-solutions company run by people who are passionate about technology, innovations, and user experience.

We at Netaq build custom, hand-crafted web sites and applications that are detail-rich, have good aesthetic and functional. We prioritize usability in interface design and to clean coding in development, to achieve the highest levels of both usability and maintainability.

### B. SERVICES WE PROVIDE

- Website design and development
- UX and Usability Services
- Social Media Solutions & Marketing
- Mobile Applications development
- Search Engine Optimization
- ERP & Set of Business Solutions
- Management & Marketing consultations
- Customized or bespoke solutions

### C. OUR THE CUSTOMERS

- Abu Dhabi Gas Industries (GASCO)
- Khalifa Award for Education
- Emirates National School
- Abu Dhabi Fund for Development (ADFD)
- General Authority of Islamic Affairs & Endowments (AWQAF)
- Abu Dhabi Authority for Culture and Heritage (ADACH)
- Abu Dhabi Gas Liquefaction Company (ADGAS)
- Abu Dhabi Jurisdiction Department
- Mafraq Hospital
- Sheikh Khalifa Medical City
- Al Dafrah Festival
- American Center for Psychiatry & Neurology
- Al Bader Group of Companies
- Al Boushra Group of Companies
- Al Ishraf Group of Companies
- Beirut Restaurants