Proposal for E-commerce Website Development

Prepared For

**Dhaka Cotton Company Ltd.**

Submitted by



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# Introduction

ZOOM IT is one of the leading IT Company, specializing in Ecommerce website development and Internet Marketing.

Working primarily with the custom platform and its tools for designing and developing corporate company sites, ZOOM IT has developed outstanding projects that have delivered unparalleled growth for our clients.

Our team works closely with its clients and by listening to and discussing their requirements we provide flawless business solutions. Our mantra is based on mutual growth and we have a list of successful business associations that guarantee our work and signature our work efficiency. With our experienced team, we design solutions on time, every time.

**Core Features**

* Advanced Mega Menu
* Left Menu
* Most of the Task Ajax based
* Gift Cart
* Guest Checkout
* Physical Product
* Digital Product
* Unlimited Email Template Creation
* Dynamic Slider
* Multi Langual
* Multi Currency
* Order Management
* Brands
* Verified Reviews
* Product Deals
* New User Zone
* Trusted Seller
* Wishlist
* Dynamic Coupon
* Guest Checkout
* Multi Level Category
* Product Rating
* Product Gallery with Zoom
* Social Login
* Google Recaptcha
* Newsletter
* Product Attribute
* Strong Security
* Product Compare
* Quick Buy
* Google Analytics
* Google Analytics GA4
* Facebook Pixel
* PWA Ready
* One Click Demo Import
* Custom SMS gateway Integartion
* Facebook Messanger integrate
* Decimal Digit set for currency
* Default Country, State setup Option
* Currency Symbol position

More Facility’s

* User friendly
* SEO friendly.
* Unlimited Page.
* The website must be mobile-friendly.
* Pictures should load quickly.
* Social Media Sharing & Login Like Facebook, YouTube, we-Chart, Twitter, Linkedin, Instagram, Etc
* The eCommerce site looks good – and function properly – across platforms and mobile devices.
* The eCommerce site will credible and trustworthy.
* The site will be easy to navigate, so visitors can find what they’re looking for with minimal clicks.
* The eCommerce site will great original photos and helpful product descriptions.
* The eCommerce site will provide excellent customer service.
* The checkout will fast and easy.

**Additional Features**

* Social Sharing
* Rating Approval
* Customer Review
* Product Rating & Review
* Blog
* Product Video
* Quick View
* Product SKU
* Unlimited Varient, Color, Size, Style etc.
* Responsive for all device
* Customer to Seller
* Multiple Shipping Charge Options
* Dynamic TAX/GST Calculation
* Easy Video URL
* Easy Blog as like WordPress
* Unlimited Page
* Dynamic Product Filter
* Product Tag with Color
* Product Variant by Picture/color
* Google Analytics
* Facebook Pixel
* Global Shipping Estimation
* discounts
* Sell Simple or Variable Products
* Built-in Order Tracking page
* Unlimted Categories & Sub-Categories
* Single checkout page
* Amazon S3, DigitalOcean Spaces
* Translation tool: easy to translate front theme and admin panel to your language
* Beautiful theme is ready to use.
* Powerful Role Permission System: Manage user, team, and role by permissions. Easy to manage users by permissions.
* Admin template comes with color change option to match your taste
* Up sells
* Cross sells
* Invoice
* Bulk Product Import
* Subscriber POPUP
* Create Order from the Back Office
* Low Inventory Alert
* Annauncements
* Email Notification ON/OFF
* SEO Optinised
* Google Map API
* Dynamic Preloader
* RTL
* One Click Update
* About Detail Page
* Contact Us Page
* Blog’s
* Invoice PDF Download
* Language Translator
* Notification
* SEO Ready plain URL
* Bootstrap 4 Framework
* W3C Valid Markup
* Font Awesome Icons
* Documentation Include
* Clean Code and Clean Design
* Testimonial

**Dynamic Feature**

* Toaster make the dynamic position, multiple colors, time duration for admin and frontend
* Dynamic dashboard for widget show hide, data show hide also color, style can change
* Each seller can quickly view the shop link
* Notification setting for SMS, system, Email, Mobile app also each user personal setting which notification
* Dynamic home page customisation with live preview
* Avoid root index in main domain for security increase
* color scheme change with Live preview
* Dynamic top bar with show/hide
* Mega and multi mega menu with highly dynamic management
* Dynamic Header management
* Clone product
* Inhouse order
* Local Pickup

**Admin Features**

* Rich Text Editor
* Media Gallery
* Media File Manager
* Transactions History
* Advanced Report System
* TAX/GST Configuration
* Mail System
* Maintenance Mode
* StoreFront Setting
* Custom CSS/JS

**Inventory**

* Total stock
* stock
* stock transfer
* individual stock
* stock report

**Module List with Features**

* Dashboard
  + Total Product
  + Total Customer
  + Category wise product quantity
  + Category wise product sale
  + Today visitor Total Review – card
  + New Customer
  + GA or site analytics
  + Top referrers
  + Graph Product
  + Graph Sale History – monthly
  + Latest Search Terms
  + Latest Orders – last 10
  + Goal Completion – if possible
  + Recently Added Products – list
  + Appealed Disputed list
  + Total Subscriber – card
  + Active Customers – card
  + Recent Reviews
  + On/OFF options
  + Role permission
* Frontend CMS
  + Home Page
  + Features
  + Merchant Content
  + Return Exchange
  + Contact Content
  + Dynamic Pages
  + Subscribe Content
  + About Us
  + Related Sale Setting
  + Footer Settings
* Appearance
  + Themes
  + Color Scheme
  + Menus
  + Header
  + Dashboard Setup
  + Dashboard Color
  + Blog
  + Blog Category
  + Blog Tags
* Customer
  + All Customer
  + Active Customer
  + In active customer
  + Active Seller List
  + Add Seller
  + Inactive/Request Seller List
  + Commision Setup
  + Price plan
  + Subscription Payment
  + Auto approve Seller Configuration
* Wallet Manage
  + Online Recharge Transaction
  + Bank Recharge Transactions
  + Withdraw Requests
  + Offline Recharge
  + Auto approve Wallet Configuration
* My Staff
* Customer
  + Themes
  + Menus
  + Header
* Contact Request
  + Contact Mail List
* Marketing
  + Flash Deal List
  + Create Coupon
  + New User Zone List
  + News Letter List
  + Create Bulk SMS
  + Subscriber List
  + Referral Code List
* Gift Card
  + Gift Card List
* Products
  + Category
  + Brand
  + Attribute
  + Unit
  + Add new Product
  + Bulk Product Upload
  + Inhouse Product List
  + Recently Viewed Product Configuration
* Review
  + Product Review List
  + Seller Review List
  + Auto approve Review Configuration
* Order Manage
  + My order
  + Confirmed Orders
  + Complete Orders
  + Pending Payment Orders
  + Refused/Cancelled Orders
  + Total Orders
  + Inhouse order
  + Delivery process
  + Cancel Reason
  + Track order Configuration
* Refund Manage
  + Pending refund requests
  + Confirmed refund requests
  + My refund requests
  + Reasons
  + Refund Process
  + Configuration
* System Setting
  + General Settings
  + Email Template
  + Company Information
  + Email Settings – SMTP and PHP mail
  + SMS Settings
  + Analytics tools
  + Google analytics
  + Facebook Pixel
  + Activation
    - EMAIL VERIFICATION
    - SMS VERIFICATION
    - MAIL NOTIFICATION
    - SYSTEM NOTIFICATION
  + System Notification Setting
  + Social Login Configuration
  + Maintenance Mode Setting
  + About & one-click Update
  + Module Manage
* Payment Gateway
  + 1. 3rd party Payment
  + More will add soon
* Setup
  + Language Setup
  + Currency
  + Location – Add Country, City, State
  + Shipping method
* GST Setup
  + GST List
  + GST Configuration
* Accounts
  + Chart of accounts
  + Income
  + Expense
  + Profit
  + Transaction
  + Statement
  + Priority
  + Status
* Activities Logs
  + Activity Logs
  + Login – Logout Activity
* Human Resource
  + Staff List
  + Role
  + Department
  + Attendance
  + Attendance Report
  + Event
  + Holiday Setup
* Visitor Setup
  + Ignore IP
  + White list IP
* Sidebar Manager
  + Manage Left Menu
  + Drag & Drop left menu
  + Sub-menu
* Customer Panel
  + My Purchase
  + Gift Card
  + Digital Products
  + My wishlist
  + Refund and Disput
  + My Coupon
  + My Account
  + My Referral

**Admin Report**

* Keyword search
* Visitor – IP, Agent, Device, Location, Date
* Inhouse product sale
* Product stock
* Wishlist
* Wallet recharge history
* Top Customers
* Top selling item
* Order
* Payment
* Product Review
* Seller Review

**Backup**

* Backup System

**Email Template**

* Order Invoice
* Refund Declined
* Refund Money Paid
* Refund Completed
* Order Pending
* Order Confirmed
* Order Desclied
* Paid Payment
* Order Completed
* Refund Pending
* Refund Confirmed

**Menu Manager (Drag & Drop)**

* Create new pages
* Use Static Pages
* Use Custome link
* Nested Flyout menu
* Open New Tab
* Flyout menu Left or Right

**C**ustomer Management System

* Customers registration, and personal accounts
* Forgotten passwords recovery
* Orders monitoring by email
* WYSIWYG text editor
* Multiple users
* Easy user experience
* Purchase History.

## **O**rders

* Real time consultation of created carts
* Orders statuses customizable
* Predefined monitoring orders messages
* Configurable minimum order amount
* Ability to order products out of stock
* Returns management
* Addition of returned products into stock
* PDF invoices, slips and delivery slips
* Partial slips and refund
* Refunds with automatic slips
* Order management, admin manage all orders.
* Delivery tracking and status shown to the customer
* Admin will manage discount/offer
* Customers will view their orders in their panel

### **P**ayment

* Shopify POS system.
* 3rd Party Payment Gateway Integration (Payment Gate API will be provided by Client)\*

### **S**ecurity

* Secure Back-Office access (login and password)
* SSL compatibility (Depends on client requirements)
* Unique tokens in Back Office and Front Office
* PCI DSS compliant
* Resistance to attacks as XSS, CSRF, SQL injections, distant inclusions, path transversal
* E-mails headers injections blocked
* Passwords encryption in database
* Cookies encryption
* Blocking repeated attempts to recover passwords
* Secure Admin Panel access (login and password)
* Unique tokens in Admin panel and User panel.
* attempts to recover passwords

## **A**dministration

* Integral search in the Back-Office
* Multiple users management, and permissions (ACL)
* Maintenance mode
* WYSIWYG text editor
* Content management system
* Modules On-Off in only one click
* Sub domains management
* Database backup (partial or full)
* Automatic generation of robots.txt files
* Specific typefaces management in PDF files
* Products indexation for an optimized search
* RSS feed
* Export of the newsletter listed e-mail
* SMTP emails sending (with or without SSL-TLS) or PHP mail

**S**ystem Architecture

Technology:

* HTML CSS
* JavaScript
* React JS, Next .js / Vue Js & Nuxt js
* PHP framework: Laravel,
* MySQL / PostgreSQL

These will be the basic web pages as per your requirement; the pages will be 100% increasable as per your requirement. The proposed website will be 100% dynamic and all the content of the web pages will be changeable by your admin without any previous web development knowledge. Website admin will be able to edit/update the web site content, change or update all other content of the website whenever necessary.

**P**ROJECTPLAN

**P**roject Note

* The **Senior** **programmer** will be used for this project.

**T**he entire project is divided into Five-development phase.

* Planning.
* Analysis.
* Design
* Development.
* Deployment. (with Qualaty tasting)

The bars on the chart represents week.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Key Activity** | 1st Month | 2nd Month | 3rd Month | 4th Month | 5th Month |
| Planning |  |  |  |  |  |
| Analysis |  |  |  |  |  |
| Design |  |  |  |  |  |
| CMS Integration |  |  |  |  |  |
| Deployment |  |  |  |  | Delivery |

*Project Time line*

**Note: It will take us a minimum of 5 Month to Complete the website.**

**C**OSTING

The following cost breakdown is based on the information currently available. Costing is based on Planning, Analysis, Design, Development, & Deployment of the proposed project.

**P**lease Note

* Package: (Custom)
* The costing is subject to changeable if new requirements are added or defined in the development phase.

**P**ayments Terms

* 50% of the total cost shall be paid on accepting the Proposal along with a work order.
* 30% pay after live the design.
* Rest 20% shall be paid on accepting the project after the implementation phase.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Task Description | Package Type | | Price |
| 01 | **Backend Development** | Package: Custom | | 800,000 |
| 02 | **Front end Design** | Senior Designer | | 400,000 |
| 03 | **API integration** | Senior Developer | | 300,000 |
| 04 | **UI UX Design** | Creative Designer | | 200,000 |
| 05 | **Data Architecture with documentation** | Data Scientist | | 300,000 |
| 06 | **Quality Assurance** | Senior Data engineer | | 170,000 |
| 07 | **DevOps Service** | Senior Developer | | 200,000 |
| Total: Twenty-three lac seventy thousand taka only | | | 2370,000 | |

**S**UPPORT & MAINTENANCE

The following are the service agreement between ZOOM IT. &Client.

* Support & Maintenance will cover fixing all bugs and system errors.
* Support & Maintenance will include updating of client website with content, image, video, adding similar new webpage in the same format and layout.
* ZOOM IT will not accept any design tweaking and semi customization during the support and maintenance period. Any Customization and Design update will be subject to an additional charge.
* ZOOM IT will provide all the necessary support to keep the web site running as it should be.
* ZOOM IT will update the Client’s website with current information whenever provided to us. The website updating will take a minimum of 1 working day depending on the number of updates.
* Client will not need to have an IT department to handle their website. ZOOM IT will provide the end-to-end solution.
* Our office is closed on Friday and Saturday, and our weekly working hours are 10 AM to 6 PM (Except during prayer).
* Our Support & Maintenance Service will include the following:
  + We will monitor your site for up/down and performance issues during the support & maintenance period.
  + We will keep your website up to date and secured during the support & maintenance period.
  + We will provide on-call web support services during the support & maintenance period.
* Free Training in ZOOM IT office with video tutorial.

**T**ERMS & CONDITION

The following are the Terms & conditions of the Proposed System.

* The proposed project shall be 100% confidential & Unpublished by the Company (ZOOM IT).
* Client shall be the sole proprietor of the website.
* Re-distribution of the website shall be illegal for Client unless a contractual agreement has been made. (Subject to contractual agreement)
* Client will hold no rights to distribute the designs, code, database designs, HTML Components or other materials deemed necessary in the development of this website solution unless a contractual agreement has been made between both parties.
* We reserve the right to link back to our website, reference to work undertaken on behalf of a client for marketing purposes.

I hereby agree and accept all the above Terms& Conditions of the proposed proposal, and understand that by indicating agreement and acceptance above, and signing and returning this document I am contracting ZOOM IT. To undertake the work as described in the above proposal.

Agreed and Authorized By:

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