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PROJECT QUOTATION

Dairy & Grocery Ordering and Delivery Application

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Prepared by: MANUEN Guntur, Andhra Pradesh, India.

1. PROJECT OBJECTIVE

To design and develop a mobile-based platform that enables customers to order dairy and grocery products, supports delivery personnel in managing deliveries, and provides the business with centralized control over orders, products, and operations.

MANUEN will handle requirement analysis, system design, development, deployment, and initial support.

2. PROPOSED IMPLEMENTATION OPTIONS

Two implementation approaches are proposed to suit different stages of business growth.

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APPROACH A

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(2 Mobile Apps + Web Admin Panel)

Scope Summary

Customer Mobile App (Android & iOS)

- OTP-based login
- Product browsing, search, cart
- Order placement (COD + basic online payment)
- Address entry and order history
- Order status updates and notifications

Delivery Partner Mobile App (Android & iOS)

- Login and assigned deliveries
- Order details with customer contact
- External map navigation
- Delivery status updates

Admin Web Panel

- Product and pricing management
- Order monitoring and manual rider assignment
- Delivery partner management
- Basic dashboard and order reports

Estimated Cost Breakdown

Module	Estimated Cost (INR)
Planning & UI/UX design	60,000 – 75,000
Customer mobile application	90,000 – 1,10,000
Delivery partner application	60,000 – 75,000
Admin web panel	65,000 – 80,000
Backend APIs & database	70,000 – 85,000
Integrations, deployment & testing	35,000 – 45,000

Total Estimated Cost:

₹3,80,000 – ₹4,50,000

Estimated Timeline: 5–6 weeks
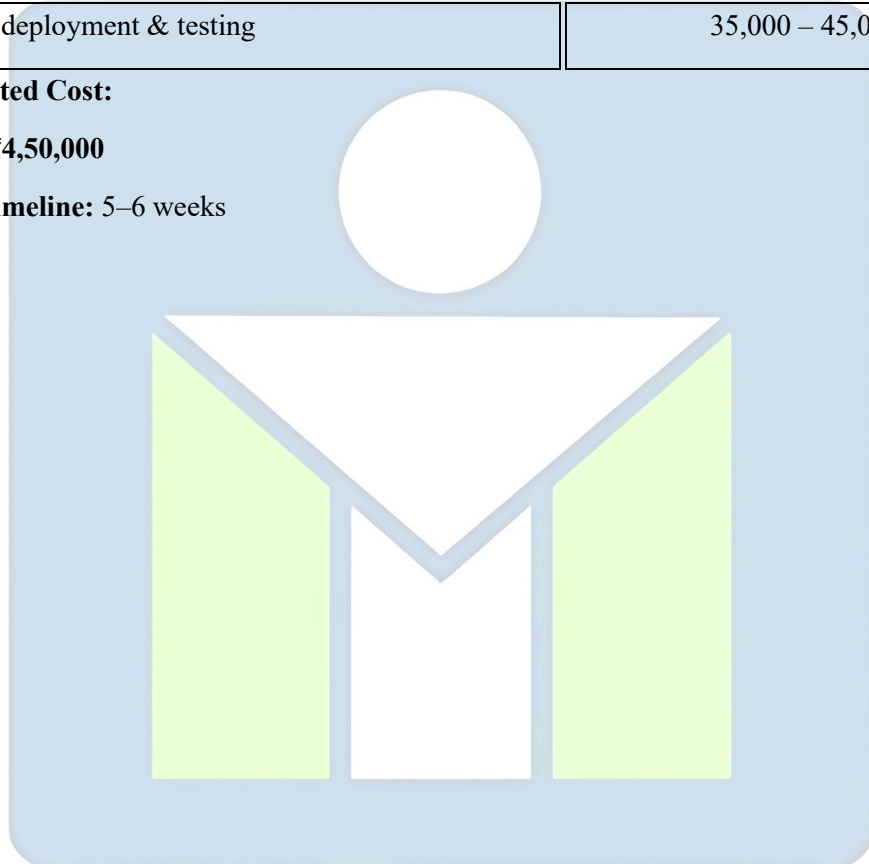
APPROACH B - (3 Cross-Platform Mobile Applications)

Scope Summary

Customer Mobile App (Android & iOS)

- All Starter features
- Online payments (UPI + Cards)
- Multiple saved addresses
- Improved UI/UX
- Coupons and delivery ETA
- Invoice view and enhanced order tracking

Delivery Partner Mobile App (Android & iOS)

- Embedded map view
- Online/offline availability
- Improved delivery flow and earnings summary

Admin Mobile App (Android & iOS)

- Centralized order management
- Semi-automatic rider assignment
- Product availability & delivery charge controls
- Staff roles (Admin / Manager)
- Daily and weekly reports

Estimated Cost Breakdown

Module	Estimated Cost (INR)
Planning, UX & system design	70,000 – 85,000
Customer mobile application	1,10,000 – 1,30,000
Delivery partner application	75,000 – 90,000
Admin mobile application	80,000 – 1,00,000
Backend platform & security	90,000 – 1,10,000
Integrations, deployment & testing	40,000 – 55,000

Total Estimated Cost:

₹4,80,000 – ₹6,00,000

Estimated Timeline: 7–9 weeks

3. DELIVERABLES (BOTH APPROACHES)

- Mobile applications (Android & iOS)
- Backend APIs and database
- Admin interface (web or mobile as per approach)
- Production deployment
- Source code ownership
- Basic technical documentation
- Post-launch bug support (30–45 days)

4. EXCLUSIONS (CAN BE ADDED LATER)

- Live GPS tracking on customer map
- Fully automated dispatch and routing logic
- Loyalty programs, wallets, subscriptions
- Advanced analytics and BI dashboards

5. MAINTENANCE & OPERATIONS (OPTIONAL)

- Monthly maintenance & support: **₹12,000 – ₹20,000**
- Hosting and third-party services: **₹6,000 – ₹25,000 per month**, usage-based

6. PAYMENT TERMS (INDICATIVE)

- 30% – Project initiation
- 30% – Feature-complete delivery
- 30% – Deployment and app submission
- 10% – Final handover

7. ASSUMPTIONS

- Pricing is based on startup-scale usage
- One payment gateway integration included
- Client to provide Play Store and App Store accounts
- Any additional features beyond scope will be quoted separately

8. RECOMMENDATION

- **Approach A** is ideal for fast launch and market validation.

- **Approach B** is suitable for businesses planning growth with better control and user experience.

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Guntur, Andhra Pradesh, India