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Project Proposal

Online shop for **Colorspeck**

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"**Hyperreal**" is a team of passionate designers and developers based in Sri Lanka, dedicated to bringing your idea to life.

We specialize in crafting mobile, desktop, and web applications for a wide range of requirements. We stay up to date with modern trends to create the most unique experience. We care about every detail, down to the tiny pixel.

Our Team:

- Nipuni Gamage (UI/UX Designer, Marketing Manager)
- Dineth Oshitha (Full-stack Developer, Quality Assurance Engineer)
- Safna Zarook (Full-stack Developer, Content Developer)
- Samadhi Gunasinghe (Full Stack Developer, Product Manager)

Overview

This proposal outlines the development of a customized e-commerce website for your business, we aim to provide you with a platform that not only showcases your handcrafted products but also facilitates online sales, enhances brand visibility, and fosters customer engagement.

Key Benefits

- **Enhanced Brand Visibility**: A visually appealing and user-friendly website will help you attract new customers and establish a strong online presence.

- **Increased Sales**: A well-optimized e-commerce platform will drive traffic to your website and convert visitors into paying customers.

- **Improved Customer Engagement**: A personalized and interactive website will foster deeper connections with your customers and encourage repeat purchases.

- **Scalability**: Our solution is designed to grow with your business, ensuring that your website can handle increased traffic and sales as your customer base expands.

- **Cost-Effective**: Our comprehensive e-commerce solution offers excellent value for money, providing you with a powerful online platform without breaking the bank.

- **Time-Saving**: By outsourcing the development and maintenance of your website, you can focus on creating exceptional handcrafted products and growing your business.

- **Security**: Our website will incorporate robust security measures to protect your customers' data and ensure a safe and trustworthy shopping experience.

Solution

Website Features

Our proposed website solution will incorporate the following key features:

- **Product Showcase**: A visually appealing gallery to highlight your handcrafted products, including high-quality images, detailed descriptions, and pricing information.

- **Customize Products**: Able to deliver customized products according to the specifications initiated by a particular customer through a form request.

- **Online Store**: A secure and easy-to-navigate online store that allows customer's to browse by categories, filter, select, and purchase products directly from your website.

- **Customized Design**: A website design that reflects your brand identity and aligns with the aesthetic of your handcrafted products.

- **Mobile Optimization**: A responsive design that ensures your website looks and functions flawlessly on all devices, including smartphones and tablets.

- **Secure Payment Gateway**: Integration with Stripe payment gateway to provide a safe and secure checkout experience for your customers.

- **Search Engine Optimization (SEO)**: Optimization techniques to improve your website's visibility in search engine results, attracting organic traffic and increasing your online reach.

- **Admin Panel**: Manage your website easily and securely through the secret dashboard.

- **Content Management System (CMS)**: While we recommend using Firebase for its flexibility and integration with the React frontend, we can also explore the possibility of integrating with an existing CMS if required. This will depend on the specific CMS and the client's preferences.

Technical Approach

- **React.JS Frontend:** Building the website's frontend using React components to create a dynamic and interactive user experience.

- **Firebase Integration:** Utilizing Firebase services for authentication, real-time database, hosting, and cloud functions to handle backend operations efficiently.

- **Stripe Integration:** Implementing Stripe's payment gateway to provide a secure and seamless checkout process.

- **CMS Integration (if applicable):** Integrating with the client's existing CMS to manage certain aspects of the website content, such as blog posts or static pages.

Deliverables

Scope of Work

Upon completion of the project, we will deliver the following:

- A fully functional e-commerce website tailored to your specific requirements.

- A comprehensive website training manual to guide you in managing and updating your website.

- Ongoing technical support and maintenance services to ensure your website remains secure and up-to-date.

Resource Requirements

To ensure a smooth project implementation, we will require the following resources from your end:

- High-quality images of your handcrafted products.

- Detailed product descriptions and pricing information.

- Brand guidelines and preferences for website design and content.

- Domain name and hosting account (if already purchased).

Timeline

The estimated project timeline is 12 weeks, subject to potential adjustments based on the scope of the project and the availability of resources.

- Phase 1: Design and prototyping

- Phase 2: Implementation

- Phase 3: Testing and quality assurance

- Phase 4: Launch and deployment

Budget

The total project cost is LKR 68, 000, which includes website development, design, e-commerce integration, SEO optimization, and initial training.

Design and Prototyping	10, 000
Front-end Development	15, 000
Back-end Development	20, 000
Testing and Quality assurance	8, 000
Maintenance and Support	15, 000

As we have fixed price on LKR 24, 000. We will complete website for the fixed price offering you a massive 65% discount for being one of the first customers at Hyperreal.

Conclusion

By investing in a professionally designed e-commerce website, you can unlock new opportunities for growth and success. Our team is committed to delivering a high-quality solution that meets your specific needs and helps you achieve your business goals.

We invite you to schedule a consultation to discuss your project in more detail and explore how we can help you create a thriving online presence for your handcrafted business.

Additional Notes

The proposed technology stack offers a flexible and scalable solution for your e-commerce website. However, we are open to discussing alternative options or integrating with existing systems if necessary. We will work closely with you to determine the best approach that aligns with your specific requirements and preferences.

Google Firebase

Firebase will be used to manage Authentication, Cloud functions, Firestore, Cloud storage, and Hosting. Assuming you have 100 users visiting daily, you will stay within the limits of the free tier. However 1000 user visits per day will cost roughly around $20-$40 per month. For more accurate pricing we suggest you to checkout cost calculator at

https://firebase.google.com/pricing.

Stripe

Stripe is a payment gateway method to place secure checkout in your website. Stripe charges 2.9% of the payment + $ 0.30 as their transaction fee with no additional fees. This approximately translates into LKR 135.00 of transaction fee for a payment of LKR 1500.00

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Thank you for working with us.