# SUCCESS INNOVATIVE TECHNOLOGIES PRIVATE LIMITED

## BEOND BASIX

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# 1.    Proposal of E-Commerce Website

We appreciate the opportunity to collaborate with you on enhancing your digital presence and optimizing your customer relationship management processes. As discussed, we have prepared a comprehensive proposal outlining the implementation of a robust **E-Commerce Website** strategies tailored to meet your specific business needs and objectives.

1. **Purpose**:

The primary objective of this proposal is to streamline your customer relationship management processes while concurrently boosting your online visibility and engagement through effective . By implementing a customized E-commerce Website ) strategies, we aim to enhance your overall business efficiency and digital marketing effectiveness.

2. **Scope**:

  - Development and customization of a E-commerce Website tailored to your business requirements, including Marketplace, is a platform where multiple independent sellers can list and sell  products or services.

  - Integration of E-commerce Website Analytic for comprehensive performance monitoring and reporting.

3. **Target Audience**:

  Your target audience includes existing customers, potential leads, and online users interested in your products or services. Our strategies will be designed to effectively engage and nurture relationships with these key stakeholders across various digital touch points.

4. **Constraints**:

  While We aim to deliver optimal results within your budget and timeline constraints, please note that the effectiveness of the strategies may be influenced by factors such as market competition, algorithm changes, and content quality.

5. **Benefits**:

  - Improved E-Commerce Website leading to enhanced customer Satisfaction and Retention.

  - Increased online visibility and brand exposure through higher search engine rankings and active social media presence.

  - Enhanced Sales and Buyer capabilities through integrated E-Commerce Website

6. **Implementation Plan**:

   - Phase 1 : Requirements gathering related to E-Commerce Website(3 Days)

   - Phase 2 : Design of Web Portal  (4 Days)

   - Phase 3 : Client Approval (2 Days)

   - Phase 4 : Development (7 Days)

  - Phase 5 : Implementation (2 Days)

  - Phase 6 : Testing (2 Days)

 It will Consider Only Working Days of Company.


7. **Resources**:

  Our Team of Experienced developers and social media marketers will be dedicated to the successful implementation of this project. Additionally, we may require access to your existing Social Media Accounts for seamless integration and optimization.


We believe that the proposed E-Commerce Website strategies will not only streamline your business operations but also elevate your digital presence and customer engagement to new heights. We are committed to delivering measurable results and exceeding your expectations throughout the project Life Cycle.


Please let us know if you have any questions or require further clarification regarding the proposal. We look forward to the opportunity to collaborate with you and drive your business towards greater success.


**For Any Query Contact To**

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# 2.    E-Commerce Website

## 2.1  General Overview

1.  A E-Commerce Website, often referred to as a E-Commerce Website is a platform where multiple independent sellers can list and Sell their Products. Here are the key features and considerations for developing a E-Commerce Website.

## 2.2  Modules

### 2.2.1   Front Website

- Responsive Website
- Home
- Types Of Products
- Products Detail Page
- Category Wise Products
- Banners for Sale
- Banners for Different Products
- Whats App Inquiry
- Policies
- News Letter
- Social Media Links
- Contact us
- User Account
- User Profile
- Order History
- Current Order History
- Cancel Order List
- Return Order List
- Wishlist
- Cart List
- As Per Discussion of Flow

### 2.2.2   Admin Modules

■ **Dashboard**

- ◆ Live Inventory Stock
- ◆ Total Category
- ◆ Total Products Uploaded
- ◆ Total Customers
- ◆ Today Customers
- ◆ Total Products Sell

- ◆ Today's Product Sell
- ◆ Notifications List
- ◆ Rating / Review List

■ **Category**

- ◆ Create Categories
- ◆ Create Sub Categories
- ◆ Create Inner Categories

■ **Inventory**

- ◆ Monitor Inventories
- ◆ All Products List with easy Search Options
- ◆ Activate / Deactivate Products
- ◆ Category wise Products List
- ◆ Stock wise Products List
- ◆ Most Selling Products List
- ◆ Most Non Selling Products List

■ **Rating / Reviews**

- ◆ Admin Approval wise Rating and Review System
- ◆ Rating List given By Customers to Vendors
- ◆ Reviews List given By Customers to Vendors
- ◆ Deletion Option in Rating / Reviews List

■ **Offers**

- ◆ Promo code / Coupons / Offers  Generate
- ◆ Most Used (Promo codes / Coupons / Offers) List
- ◆ Most Non Used (Promo codes / Coupons / Offers) List

■ **Customers**

- ◆ Interested Customer's List
- ◆ Customer's Wish List
- ◆ Customer's Orders List

■ **Orders**

- ◆ All Orders List
- ◆ Orders Customer wise List

■ **Reports**

## 2.3  Benefits

- Enhanced Customer Relationships

- Increase Sales Efficiency
- Improved Customer Services
- Actionable Insights

# 3.    Server Configuration

## 3.1  Server Configuration

- 1 Domain

- 20 GB Space

- 10 GB Bandwidth

- 1 GB Dedicated RAM

- Immunify 360 Antivirus

- Cloud Linux Based Server

- 10 Email ID

- 1 Database

- 1 GB RAM

- UI Interface Panel

- SSL Certificate

- 24 * 7 On Call Support

# 4.    Annual Maintenance

Server and AMC will be Optional If Customer required so Costing list given below

## 4.1  Annual Maintenance

1. If site will Crashes or Shutdown. It will have repaired byour End free of cost.

2. Annual Maintenance Charges will be 22% of total Bill Amount

3. Annual Maintenance Charges will not include in Development Cost

4. Server Costing will be Rs. 18,000 + GST Per Year

5. Server Costing will change as per Dollar Price

# 5.    Payment Condition

## 5.1  Payment Condition (Software)

1. First 50% of Amount will be payable Advance Payment.

2. Remaining 25% of Amount will be payable at the time of Design finalization

3. Remaining 25% of Amount will be payable at the Time Of Project Delivery.

# 6.    API Integration

In this Module we List out Third Party API which will Purchased by Customer.If any Other Third Party API will required that will Purchased by Customer at time Company Consider Integration Charges Separately.

## 6.1   Required API

1. API for SMS

2. API for Payment Gateway

3.API for Parcel Delivery/Courier ( Logistic Services )

# Appendix A: Costing

| Serial Number | Modules | Type | Costing | GST (18%) | Total |
|---|---|---|---|---|---|
| 1 | *E commerce Website* | 1) Front Website<br>2) Mobile View of Website<br>3) Admin Panel to Manage Web Portal | Rs.72,000 | Rs.12,960 | Rs.84,960 |
| 2 | **Server** | 1 Year | 1 Year Include | 1 Year Include | 1 Year Include |

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