

<b>Company</b>	VUE TECH PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Ecommerce Online Shop + SEO and Digital Marketing Setup - Advanced Ecommerce + Digital Marketing (Premium)
<b>Appointment Period</b>	23 December 2020 to 22 December 2021
<b>Extended Appointment Period<sup>2</sup></b>	23 December 2021 to 22 December 2022

## Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Content Management System Secured E-Payment (Stripe / Paypal) Online Purchasing Built-in Point of Sale (POS) Google Analytics Google SEO Search Console Setup SEO ranking tools setup SEO consultation Google Ads account setup Facebook Business account setup Lead Generation Setup Inventory Management Promotion Management Basic Data Visualization Capabilities Mobile-Enabled / Optimized Customer Login/Registration Customer Purchase History Newsletter Products Import Feature Cart Reminder Feature Free Delivery Status Feature Bulk Purchase Feature Advanced Promo Code Module Self Collection Feature		Year	1.00		
2) Hardware Not Applicable					
3) Professional Services User Acceptance Testing		Hour	2.00		
4) Training User Training		Hour	2.00		
5) Others Not Applicable					
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 9,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant