

Company	Shoeline Commerce Pte. Ltd.
Digital Solution Name & Version Number¹	SHOPLINE e-Commerce Solution Version 2.0 - Advanced Ecommerce & O2O + Digital Marketing (Basic)
Appointment Period	12 August 2021 to 11 August 2022
Extended Appointment Period²	12 August 2022 to 11 August 2023

wef. 13 July 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Content Management System: SHOPLINE CMS Online Shop Modules Secured E-Payment Online Purchasing Website Traffic Analysis Inventory Management Promotion Management Customer Loyalty Management Basic Data Visualization Capabilities/Reports Mobile-Enabled / Optimised		per year	1.00		
2) Hardware Not Applicable					
3) Professional Services Scoping and documentation		per manday	1.00		
Design work: Templated design with no personalisation		per manday	1.00		
Setup, configuration		per manday	1.00		
UAT and Go Live		per manday	1.00		
4) Training Ecommerce CMS training		per manday	1.00		
5) Others Not Applicable					
Total				\$ 3,998.00	\$ 3,998.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999² 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