



HanenoPets.com

E-commerce App Development Proposal

Prepared By Sinnextech

E-commerce Development Proposal

Prepared for: HanenoPets.com

Prepared by: Sinnextech

Date: August 3, 2025

Project Overview

Following the successful completion of your branding project, we are excited to present this comprehensive proposal for developing your bilingual e-commerce application. This next phase will bring your brand to life through a robust, scalable online platform that serves both English and Arabic-speaking customers.

Building on the brand foundation we've established, this e-commerce solution will provide a seamless shopping experience while maintaining the visual identity and brand values we've carefully crafted together.

Project Scope

Core Deliverables:

- Bilingual E-commerce Platform supporting English and Arabic languages
- Responsive web application optimized for desktop, tablet, and mobile devices
- Complete product catalog management system
- Comprehensive inventory management and tracking
- Secure payment processing integration
- User account management and authentication
- Order management and tracking system
- Admin dashboard for store management
- Multi-region support with currency and tax management
- Discount and coupon management system
- SEO optimization for both languages
- Performance optimization and security implementation

Technology Stack

- Frontend: Built with Next.js for lightning-fast performance and SEO optimization

- Backend: Powered by cutting-edge open-source e-commerce framework (Medusa.js) for scalability and speed
- Database: PostgreSQL for robust data management
- Payment Gateway: Integration with major payment providers
- Hosting: Cloud-based infrastructure (details in hosting section)

Key Features

Customer Experience Features

- Advanced Multi-language Support: Complete English and Arabic localization with RTL (Right-to-Left) layout, currency switching, and region-specific content.
- Intelligent Product Catalog: Smart search with auto-suggestions, advanced filtering by price/brand/attributes, product comparison tools, and related product recommendations
- Smart Shopping Cart & Wishlist: Persistent cart across devices, save for later functionality, and social sharing of wishlist items
- Comprehensive User Accounts: Registration and login, address book management, order history with reorder functionality, and customer profile management
- Flexible Checkout System: Multi-step and express checkout options, guest checkout, address validation, tax calculation, and shipping rate calculation
- Multiple Payment Options: Credit/debit cards, PayPal, Apple Pay, Google Pay, and regional payment methods integration
- Advanced Order Management: Real-time tracking, email notifications, order status updates, and return/exchange request handling
- Product Reviews & Ratings: Customer feedback system with review moderation and response capabilities
- Marketing Integration: Newsletter subscription, promotional campaigns, and customer engagement tools
- Mobile-Optimized Experience: Responsive design with touch-friendly interfaces and fast loading speeds

Business Management Features

- Multi-Region Commerce: Support for different currencies, tax rates, and shipping zones for global reach
- Advanced Inventory Control: Real-time stock tracking, low stock alerts, product variants management, and inventory reporting
- Flexible Product Management: Support for digital and physical products, product bundles, and customizable product options

- Customer Segmentation: Organize customers into groups for targeted marketing and personalized pricing
- Comprehensive Analytics: Sales reports, customer insights, product performance metrics, and revenue tracking
- Content Management: Blog integration, custom pages, and SEO-friendly content structure

Administrative Control Center

- Powerful Admin Dashboard: Real-time business metrics, sales analytics, and intuitive management interface
- Advanced Product Management: Bulk import/export, variant management, category organization, and product status control
- Order Processing System: Order workflow management, shipping integration, return processing, and customer communication
- Customer Management: Customer database, order history access, communication tracking, and support ticket management
- Inventory Intelligence: Stock level monitoring, supplier information, product movement tracking, and automated alerts
- Financial Tools: Tax management, discount creation, pricing controls, and basic financial reporting
- Security & Access Control: Role-based permissions, secure data handling, and administrative user management

UI/UX Design

Design Philosophy

Our design approach will seamlessly integrate your established brand identity into an intuitive, conversion-focused e-commerce experience. We'll ensure cultural sensitivity and optimal user experience for both English and Arabic users.

Brand-Aligned Design Deliverables

- Brand Integration Strategy: Comprehensive analysis of how your brand elements translate into digital interfaces
- Visual Design System: High-fidelity designs that incorporate your brand colors, typography, imagery style, and visual hierarchy
- Bilingual Brand Consistency: Ensuring your brand remains cohesive across both English and Arabic interfaces
- Responsive Brand Experience: Adapting your brand identity seamlessly across desktop, tablet, and mobile devices
- Interactive Brand Elements: Custom icons, animations, and micro-interactions that reinforce your brand personality
- Conversion-Optimized Layouts: Strategic placement of brand elements to guide users toward purchase decisions
- Cultural Brand Adaptation: Thoughtful adaptation of your brand for different cultural contexts while maintaining core identity

Brand-Focused Considerations

- Arabic RTL Brand Layout: Proper adaptation of your brand elements for right-to-left interfaces
- Typography Harmony: Selecting Arabic fonts that complement your existing brand typography
- Cultural Brand Sensitivity: Ensuring your brand message resonates appropriately across different markets
- Brand Consistency Framework: Guidelines for maintaining brand integrity across all platform touchpoints

Development Phases

Phase 1

Foundation Setup

- Next.js and backend framework installation and configuration
- Database setup and initial structure
- Basic bilingual framework implementation

Phase 2

Core Functionality

- Product catalog development
- User authentication and account management
- Shopping cart and checkout process

Phase 3

Advanced Features

- Payment gateway integration
- Order management system
- Admin dashboard development

Phase 4

Optimization & Testing

- Performance optimization
- Security implementation
- Cross-browser and device testing
- Quality assurance and bug fixes

Hosting & Infrastructure

Infrastructure Requirements

Your e-commerce platform will require robust hosting infrastructure to ensure optimal performance, security, and scalability. We recommend cloud-based solutions that can handle traffic spikes and provide reliable uptime.

Recommended Hosting Setup

- Application Hosting: Cloud server with auto-scaling capabilities
- Database Hosting: Managed database service with automated backups
- Content Delivery Network (CDN): Global content distribution for faster loading
- SSL Certificate: Security encryption for customer data protection
- Domain & Email: Professional domain and email hosting implementation

Our Role

- Setup Assistance: We will help configure and optimize your hosting environment
- Migration Support: Seamless deployment from development to production
- Initial Configuration: Server optimization and security setup

Important Note: *Hosting and infrastructure costs are separate from our development fees and will be paid directly by you to the hosting providers. Estimated monthly hosting costs range from \$20-\$200 depending on traffic volume and chosen services.*

Annual Maintenance Contract (AMC)

What's Included

- Security Updates: Regular software and security patches
- Performance Monitoring: Ongoing site performance optimization
- Bug Fixes: Resolution of any technical issues that arise
- Content Updates: Minor content changes and product additions
- Backup Management: Regular automated backups and recovery procedures
- Technical Support: Priority email support for technical queries
- Monthly Reports: Performance and analytics reporting

What's Not Included

- Major feature additions or modifications
- Third-party integration beyond original scope
- Hosting and infrastructure costs
- Marketing and advertising services
- Extensive design changes

Annual Maintenance Fee: Available upon request after project completion

Additional Development & Integrations

Any development work beyond the agreed scope, including but not limited to:

- Third-party integrations (CRM systems, advanced analytics, marketing tools)
- Custom feature development not outlined in this proposal
- API integrations with external services
- Advanced reporting and analytics features
- Mobile application development
- Additional language support beyond English and Arabic

Will be quoted and charged separately based on complexity and time requirements. We will provide detailed estimates for any additional work before proceeding.

Project Pricing

Prepared for: Almozoon Pet Supplies

Prepared by: Sinnextech

Date: July 11, 2025



Services	Description	Cost
UI/UX Design	Complete design system, wireframes, mockups, and prototypes for bilingual e-commerce platform	\$1000
E-commerce Development	Full-stack development including frontend, backend, admin panel, and all core features	\$4950
Setup Assistance	Hosting configuration and deployment support	Included
Testing & QA Documentation	Comprehensive testing and quality assurance Technical documentation and user guides	Included
Total		\$5950

Payment Schedule

Payment	Amount	Due date
Advance Payment	50% (Advance Payment): \$2,975	Upon proposal acceptance
Milestone Payment	30% (Mid-Project): \$1,785	Upon design completion + 50% development progress
Final Payment	20% (Final Payment): \$1,190	Upon project completion and launch

Sinnextech delivers IT and branding solutions, including HMS, Pharmacy Apps, Lab Integration, ERP, Web Design, and Brand Identity for healthcare and enterprise sectors.

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Agreement & Next Steps

By signing below, both parties agree to the terms, scope, and pricing outlined in this proposal. Upon receipt of the advance payment, we will commence work immediately.

Project Timeline: 6-8 weeks from advance payment receipt

What Happens Next:

1. Proposal Acceptance: Sign this document and submit advance payment
2. Project Commencement: We begin work upon payment confirmation
3. Regular Updates: Weekly progress reports and milestone reviews
4. Quality Delivery: Comprehensive testing and launch support

Proposal Acceptance

Client Acceptance:

Date: 03 Aug 2025

Client Name: Hussain Ahmad

Company: Haneeno Pets

Signature:

Sincerely,



Haisam Shoaib

CEO at Sinnextech

We're excited to continue our partnership and bring your e-commerce vision to life. This platform will serve as a powerful sales channel that truly reflects your brand's values and aesthetic.

This proposal is valid for 30 days from the date of submission. All prices are quoted in USD and exclude applicable taxes.

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