

# Proposal & Quote – Children's Bicycle Ecommerce MVP

## Tier 1: Essential Starter Package

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**Validity:** 30 days from date above

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### 1) Executive Summary

We propose a modern, fast, and secure ecommerce MVP for children's bicycles using contemporary web standards and secure online payments. Tier 1 delivers a complete, mobile-first storefront with essential product management, streamlined checkout, and GDPR-compliant foundations, targeted to launch within 8 weeks.

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### 2) Objectives

- Launch a professional online store within 8 weeks
  - Support up to 150 bicycle products with variants
  - Provide fast, mobile-optimized UX (< 2s page loads)
  - Enable secure online card payments and EU VAT display
  - Establish an admin interface for products, orders, and customers
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### 3) Scope of Work

#### Product Management

- Product catalog (up to 150 bicycles)
- 5-8 categories (age, type, brand)
- Variants: size, color, accessories
- Image gallery (5-6 per product)
- Specifications (age range, dimensions, weight capacity)
- Stock indicators and basic SKU per variant

#### User Experience

- Fully responsive design (template-based)
- Fast load optimization (< 2 seconds)
- Product search + basic filtering (price, age, brand, size)
- Guest checkout + optional account creation
- Wishlist
- Persistent shopping cart

## **Checkout & Payment**

- Single-page checkout
- Credit/debit card payments
- EU VAT calculation and display
- Shipping options (standard, express)
- Real-time shipping cost calculator
- Order confirmation emails
- Basic abandoned cart recovery

## **Physical Product Essentials**

- Product weight/dimensions for shipping
- Size selection (bike frames)
- Color variants with separate images
- Prevent overselling with stock tracking
- Low stock indicators
- Shipping zones (domestic + EU)

## **Security & Compliance**

- SSL/HTTPS
- GDPR-compliant data handling
- Cookie consent banner
- Policy pages: Privacy, Terms, Returns
- PCI-compliant payment processing

## **Admin Panel**

- Product management UI
- Order management dashboard
- Customer list with basic profiles
- Basic sales reporting
- Inventory status overview

## 4) Delivery Approach (Business-Focused)

We will deliver the listed features using established ecommerce best practices, secure payment processing, and scalable hosting. The focus is on performance, accessibility, privacy compliance, and a seamless shopping experience—without requiring your team to manage technical complexity.

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## 5) Project Plan & Timeline (8 Weeks)

- Week 1–2: Setup, design finalization, database architecture
  - Week 3–4: Catalog, cart, user accounts
  - Week 5–6: Checkout, payments, admin panel
  - Week 7: QA, refinements, GDPR compliance
  - Week 8: Final testing, deployment, training, launch
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## 6) Deliverables

- Fully functional ecommerce website (mobile-responsive)
  - Up to 150 products configured
  - Payment processing setup
  - EU VAT and GDPR consent
  - Basic SEO (meta tags, sitemap)
  - Admin training (2-hour video session)
  - Basic documentation
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## 7) Investment & Payment Terms

**Total Investment:** €8,950 (Prices exclude VAT.)

Payment schedule: 50% to start, 25% at Week 4 milestone, 25% at launch

### Hours Breakdown (Reference)

Task	Hours
Project setup, architecture planning	12
Database schema design and setup	10
Product catalog and management	24
Shopping cart and checkout flow	20

Task	Hours
Payment integration	16
User authentication	14
Responsive UI/UX implementation	26
Admin panel development	16
GDPR compliance features	8
Testing and bug fixes	12
Deployment and launch support	6
<b>Total</b>	<b>164</b>

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## 8) Ongoing Monthly Costs (Estimates)

- Hosting: €20
  - Payment processing fees: 1.5–2.9% + €0.20 per sale
  - Domain: €2
  - Email service: €0–15
  - SSL: Included
  - Estimated total: €22–40/month + transaction fees
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## 9) Assumptions & Exclusions

Not included (available as add-ons):

- Product photography (€30–80 per bike)
  - Copywriting (€50–150 per product)
  - Logo/advanced branding (€1,000–3,000)
  - Inventory management integration (see Tier 2, +€2,500)
  - Product reviews (+€800)
  - Live chat (+€600 + €50/month)
  - Email marketing automation (+€1,200)
  - Multi-language (+€1,800 per language)
  - Blog/CMS (+€1,500)
  - Advanced analytics dashboard (+€2,000)
  - Workshop booking system (+€3,500)
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## **10) Support Options (Optional)**

- Basic support: €250/month (5 hours, email support)
  - Standard support: €450/month (10 hours, priority support)
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## **11) Acceptance & Next Steps**

1. Select Tier 1 and confirm scope
2. Provide brand assets and initial product data
3. Sign agreement and pay 50% deposit to reserve the slot
4. Kickoff in Week 1 with a requirements alignment session