

Proposal & Quote – Children's Bicycle Ecommerce MVP

Tier 3: Premium Commerce Platform

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Validity: 30 days from date above

1) Executive Summary

Tier 3 delivers an accelerated 8-week build using a larger team to implement enterprise-grade capabilities: interactive configurator, workshop management, B2B portal, multi-language/currency, PWA, advanced analytics, and premium security. Ideal for established retailers requiring comprehensive operations and rapid scale.

2) Objectives

- Accelerate launch with parallel development (3–4 specialists)
 - Provide advanced product customization and services
 - Enable internationalization and multi-channel growth
 - Deliver enterprise analytics, automation, and security
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3) Scope of Work (Includes all Tier 1 & 2 + Premium)

Advanced Product Features

- Interactive bike configurator
- 3D visualization and AR preview (if assets available)
- Video demos and product customization (engraving/colors)
- Pre-orders, subscriptions for accessories/maintenance
- Bundles/kits and advanced variants

Customer Experience Excellence

- AI-powered recommendation quiz and size recommendations
- Customer bike profiles and service history tracking

- Maintenance reminders and extended warranty options
- Financing calculator and trade-in valuation
- Test ride appointment scheduling; gift registry/wrapping

Workshop & Service Management

- Booking system and service calendar
- Repair tracking, work orders, labor time tracking
- Parts ordering and notifications (SMS + email)

Advanced Inventory & Operations

- Enterprise inventory integration; multi-warehouse transfers
- Demand forecasting and automated reorder points
- Supplier integrations, batch/serial tracking
- Assembly and consignment inventory; dropshipping
- Real-time inventory dashboard and ERP readiness

Marketing & Personalization

- AI-powered recommendations, segmentation, dynamic pricing
- Wholesale pricing, customer-specific catalogs (B2B)
- Loyalty points and referral program; gift cards; affiliates

Multi-Channel & International

- Multi-language (EN/DE/FR) and multi-currency
- Duties/taxes (IOSS), localized payment methods

Analytics & BI

- 20+ KPI dashboard, CLV, cohorts, attribution
- A/B testing, heatmaps/session recording, custom report builder

Experience & Security Enhancements

- App-like mobile experience; offline support and notifications
- Fast-loading product pages at scale
- Integration-ready architecture for third parties
- Role-based access control with audit logs; 2FA for admin
- GDPR automation (export/erasure), firewall and DDoS protection
- Payment industry compliance documentation

4) Delivery Approach (Business-Focused)

We coordinate a larger, parallel team to deliver enterprise-grade capabilities within 8 weeks. The solution emphasizes reliability, performance, compliance, and ease of future integrations, while keeping operational complexity low for your team.

5) Project Plan & Timeline (8 Weeks)

- Week 1: Architecture, planning, design system, documentation
- Week 2: Database, API design, core infrastructure
- Week 3–4: Parallel development (products, configurator, inventory)
- Week 5: Workshop, B2B, payments
- Week 6: Marketing, analytics, multi-language, advanced admin
- Week 7: Testing, security hardening, performance optimization
- Week 8: Final QA, deployment, training, launch

Note: Requires 3–4 developers working in parallel to meet timeline.

6) Deliverables

- Everything in Tiers 1 & 2 plus:
 - Fully custom design
 - Interactive configurator
 - Workshop booking system
 - B2B wholesale portal
 - Loyalty and referral programs
 - AI-powered recommendations
 - Multi-language and multi-currency
 - PWA capabilities
 - Advanced inventory forecasting and enterprise analytics
 - Premium security features
 - Comprehensive documentation and training library
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7) Investment & Payment Terms

Total Investment: €29,800 (Prices exclude VAT.)

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

Team & Hours (Reference)

Role/Task	Hours	Amount
Lead Architect	80 × €120	€9,600
Senior Dev (Frontend)	180 × €85	€15,300
Senior Dev (Backend)	180 × €85	€15,300
UI/UX Designer	60 × €70	€4,200
QA Specialist	56 × €50	€2,800
Subtotal		€47,200
Volume discount + accelerated timeline premium		€29,800

Feature Hours Breakdown (Reference)

Task	Hours
Enterprise architecture and planning	24
Custom design system development	40
Advanced database architecture	20
Catalog with configurator	48
AI recommendation engine	20
Workshop booking system	32
Advanced inventory integration	40
B2B wholesale portal	28
Multi-language implementation	24
Advanced payment integration	28
Loyalty and referral programs	24
Marketing automation setup	20
Advanced analytics dashboard	28
PWA implementation	20
Security hardening	16
Admin panel (advanced)	32
API development (integration-ready)	28
Testing and QA	40

Task	Hours
Performance optimization	16
Documentation and training	16
Deployment and launch	12
Total	556

8) Ongoing Monthly Costs (Estimates)

- Hosting (enterprise-grade): €200-500
- Database (dedicated): €50-100
- Caching layer: €30-50
- Search/indexing: €50-100
- Inventory platform: €200-400
- Email + SMS marketing: €150-300
- Analytics tools: €50-150
- Security monitoring: €50-100
- Domain & SSL: €5
- CDN/bandwidth: variable
- Payment processing fees: 1.4-2.9% + €0.20 per sale
- Estimated total: €785-1,705/month + transaction fees + bandwidth

9) Assumptions & Exclusions

Not included (available as add-ons):

- Product photography, professional copywriting
- Native mobile apps (iOS/Android)(€25,000-40,000)
- Advanced 3D modeling for AR (€200-500/model)
- Custom CRM, advanced AI chatbot, video production
- Ongoing marketing services / social media management

10) Support & Operations

- First 90 days: Comprehensive support included
- After 90 days: Premium support packages available
- CI/CD pipeline, automated testing, staging, monitoring

11) Acceptance & Next Steps

1. Select Tier 3 and confirm scope
2. Provide brand assets, product data, integration credentials
3. Sign agreement and pay 50% deposit to reserve the slot
4. Kickoff in Week 1 with architecture/design workshops