

# Proposal & Quote – Children's Bicycle Ecommerce MVP

## Tier 2: Professional Growth Package

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**Validity:** 30 days from date above

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### 1) Executive Summary

Tier 2 builds on Tier 1 with critical growth features: integrated inventory management, product reviews, advanced payment methods, email automation, and a semi-custom design system. This tier is optimal for retailers planning to scale to 500+ products with increased conversion and retention.

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### 2) Objectives

- Launch within 8 weeks with enhanced capabilities
  - Scale to 500 products and support multi-warehouse inventory
  - Increase conversion with reviews, recommendations, and promotions
  - Add EU-friendly payment options and automation for retention
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### 3) Scope of Work (Includes all Tier 1 + Enhancements)

#### Product & UX Enhancements

- Advanced filtering (multi-criteria)
- Product comparison (up to 4 bikes)
- 360° image viewer
- Recommendation engine and related products
- Recently viewed products
- Interactive size guide

#### Customer Experience Upgrades

- Full account management
- Order tracking (real-time)

- Customer bike garage (save bike profiles)
- Product reviews and ratings with moderation
- Social proof indicators
- Email preferences management

## **Marketing & Sales Features**

- Coupons and discount codes
- Volume discounts and free shipping thresholds
- Exit-intent email capture
- Email marketing integration
- Automated abandoned cart (3-email sequence)
- Newsletter signup and social sharing
- Blog/content section (10 pages)

## **Inventory Management Integration (Key)**

- Inventory platform integration
- Real-time stock sync and low stock alerts
- Multi-warehouse support and stock movement tracking
- Barcode scanning, forecasting (basic), suppliers, POs, adjustment logs

## **Shipping & Fulfillment**

- Advanced calculator with multiple carriers
- Carrier integrations and label generation
- Click & Collect option
- Delivery date estimation
- Returns portal and international shipping docs

## **Payments (Advanced)**

- Customizable checkout UI
- Popular European and wallet payment methods
- Direct debit option; installments for >€500

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## **4) Delivery Approach (Business-Focused)**

We will deliver the listed features using proven ecommerce patterns, secure payment processing, and scalable infrastructure. The implementation emphasizes performance, accessibility, privacy compliance, and a delightful shopping experience, without exposing technical complexity to your team.

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

- Week 1-2: Planning, architecture, design system, inventory integration planning
  - Week 3-4: Core features with enhancements, DB optimization
  - Week 5-6: Inventory integration, payments, email automation
  - Week 7: Admin panel, analytics, reviews, SEO
  - Week 8: Testing, refinements, deployment, training
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## 6) Deliverables

- Everything in Tier 1 plus:
    - Semi-custom design
    - Inventory management integration
    - Reviews and ratings
    - Email automation
    - Advanced payment methods
    - Blog with 10 initial pages
    - Enhanced SEO and analytics dashboard
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## 7) Investment & Payment Terms

**Total Investment:** €16,500 (Prices exclude VAT.)

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

### Team & Hours (Reference)

Role/Task	Hours	Amount
Senior Developer	120 × €75	€9,000
Mid-level Developer	160 × €50	€8,000
<b>Subtotal</b>		<b>€17,000</b>
Package discount		<b>€16,500</b>

### Feature Hours Breakdown (Reference)

Task	Hours
Advanced architecture and planning	16
Enhanced DB schema with inventory	14

Task	Hours
Catalog with advanced features	32
Cart with promotions	18
Advanced payment integration	24
User accounts and profiles	16
Inventory system integration	30
Reviews and ratings	14
Email marketing integration	12
Enhanced admin panel	22
Advanced analytics	14
SEO optimization	10
Responsive UI/UX (semi-custom)	32
Testing and QA	18
Deployment and documentation	8
<b>Total</b>	<b>280</b>

## 8) Ongoing Monthly Costs (Estimates)

- Hosting (enhanced): €20
- Database (enhanced): €20
- Inventory management: €29
- Email marketing: €0–60
- Caching: €0–10
- Payment processing fees: 1.4–2.9% + €0.20 per sale
- Domain: €2
- Estimated total: €71–141/month + transaction fees

## 9) Assumptions & Exclusions

Not included (available as add-ons):

- Product photography, copywriting, custom branding
- Workshop booking system (+€3,500)
- Bike configurator (+€5,000)

- Multi-language (+€2,500 per language)
  - Mobile app (PWA)(+€8,000)
  - Live chat with AI chatbot (+€2,000 + €100/month)
  - B2B wholesale portal (+€6,000)
  - Loyalty program (+€2,500)
  - Advanced inventory forecasting (AI)(+€4,000)
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## 10) Support Options (Optional)

- Standard support: €650/month (15 hours, priority email/phone)
  - Premium support: €1,200/month (30 hours, 24-hour response)
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## 11) Acceptance & Next Steps

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