



SOFTWARE DEVELOPMENT PROPOSAL

PREPARED FOR

Zadzamatura

PREPARED BY

Mehluli Nokwara

Software Engineering Consultant

OCTOBER 30, 2024

Ayanda Mavolwane
Zadzamatura

Dear Ayanda,

Please find enclosed our comprehensive software development proposal for your kind consideration.

The e-commerce industry in Zimbabwe is expanding rapidly, driven by increased smartphone usage and internet penetration. Many organizations are now able to achieve a global reach as customers make purchases from all over the world. Given this positive growth, I propose the development of a customized online platform for Tocek Investments to showcase and sell your products effectively in the digital space.

With experience gained from recent projects, including developing the T.M. Pick n Pay eCommerce platform and contributing to the Seedco platform, I am confident in my ability to create an intuitive and efficient online store that will enhance Tocek's brand presence and provide a seamless shopping experience for your customers.

Thank you in advance for your time spent reviewing this proposal. We look forward to the opportunity to collaborate with Tocek Investments to bring this vision to life.

Yours Truly,

Mehluli Nokwara

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EXECUTIVE SUMMARY

An online shop designed to expand Tocek's client reach, strengthen its market influence, and boost revenue.

Signed as accepted by client:

Ayanda Moyo

30-10-2024

1. Project Overview

The primary aim of this project is to establish an online store for Tocek Investments that will extend its market reach, strengthen customer engagement, and drive sales growth. The platform will be tailored to meet the unique needs of Tocek Investments' business, showcasing its products in an appealing, user-friendly way, with streamlined navigation and seamless transactions. By building a robust e-commerce platform, Tocek Investments can enhance its brand visibility and better serve both local and international customers.

2. Scope

The scope of this project covers the full development lifecycle of the online store, from concept and design through deployment and ongoing support. The platform will integrate standard and advanced e-commerce functionalities to provide a smooth, reliable shopping experience.

The key areas of focus in this project include:

- **User Interface and Experience:** Design a visually appealing and intuitive layout that reflects Tocek's brand identity and ensures ease of navigation for all users.
- **Product Management:** Enable Tocek's team to easily upload, edit, categorize, and showcase products with full product descriptions, images, and pricing details.
- **Order Management:** Develop an order tracking system that allows customers and the admin team to view, update, and manage orders in real time.
- **Payment Integration:** Integrate secure payment gateways, including options for local and international payments (e.g., EcoCash, Zimswitch, Visa, and MasterCard).
- **Customer Management:** Implement features for customer accounts, enabling users to save personal details, track orders, and manage their shopping preferences.
- **Inventory Management:** Include an inventory system that updates stock levels automatically as products are purchased to prevent overselling.
- **Mobile Responsiveness:** Ensure the platform is fully optimized for mobile devices, enabling users to shop from any device conveniently.
- **Search Engine Optimization (SEO):** Implement best practices in SEO to improve the online store's visibility on search engines, driving organic traffic to the site.
- **Analytics and Reporting:** Provide data-driven insights into customer behavior, sales trends, and product performance to support informed business decisions.
- **Scalability and Security:** Develop a scalable architecture with robust security measures to protect user data and prevent unauthorized access.

3. Intended Operation

The online store will be designed for ease of use, allowing both Tocek's team and customers to navigate and interact with the platform seamlessly.

- **User Journey:** Customers will be able to browse products, add items to a cart, and proceed through a checkout process with options for payment and delivery or pickup. Post-purchase, they can track orders through a dedicated tracking page.
- **Administrative Functionality:** Tocek's admin team will have access to a back-end dashboard to manage products, monitor inventory, process and update orders, and view analytics. This dashboard will include role-based access to ensure the security of sensitive data.
- **Customer Engagement:** Tocek Investments can engage with customers through email notifications for order confirmations, promotional offers, and alerts on new products. The platform will also include options for customer reviews and ratings, enabling customer feedback to foster trust and credibility.

4. Prices

The following is the cost structure:

Name	Cost- USD
E-commerce Platform (once off)	\$ 1,300
Annual hosting and support	\$ 200
TOTAL	\$1,500

The payment structure shall be 60% of the total amount and then 40% upon delivery of the complete system. Payment methods will be discussed.

5. Milestones and Reporting

Total estimation of time: 1 Month

Milestone	Tasks	Reporting	Days	Date
1 - Analysis				
1.1	Analysis and design stage, gather data, and create system mockup	Client meeting	5	
1.2	Design work plan	Client meeting to review the work plan	2	
2 - Development				
2.1	Create database	None	1	
2.4	Development	Client meeting to review weekly	10	
3 - Testing				
3.1	Open Beta (volunteer employees)	Client meeting	2	
3.2	Finalise documentation	None	1	
4 - Deployment				
4.1	Deployment	None	1	
5 - Training				
5.1	Inhouse training	Client meeting	2	
5.2	AdHoc training	None	1	