Proposal for Acme Ltd

# Executive Summary

This proposal outlines a tailored solution for Acme Ltd in the Retail industry.

It addresses goals such as Improve conversion, Increase AOV, Reduce churn using our proven components.

The approach emphasizes quick time-to-value, scalability, and measurable ROI within 8 weeks.

# Customer Objectives

• Improve conversion

• Increase AOV

• Reduce churn

# Proposed Solution

- CDP-001: Customer Data Platform — Matches features for Personalized recommendations

- REC-101: Realtime Recommendations — Matches features for Personalized recommendations

- CNS-010: Consent Manager — Matches features for Personalized recommendations

# Architecture

- Web/App: Integration SDK

- Backend: Core APIs & Orchestration

- Analytics: Dashboards & Reporting

# Implementation Plan

- Discovery: 1 weeks

- Integration: 3 weeks

- UAT & Training: 2 weeks

- Go-live: 1 weeks

# Commercials

- Customer Data Platform (SKU CDP-001) x1: INR 200000.00

- Realtime Recommendations (SKU REC-101) x1: INR 150000.00

- Consent Manager (SKU CNS-010) x1: INR 80000.00

Subtotal: INR 430000.00

Discount (10.0%): -INR 43000.00

Tax (18.0%): INR 69660.00

Total: INR 456660.00

# Risks & Mitigations

# Assumptions & Terms

- Pricing valid for 30 days from date of issue.

- Taxes extra as applicable.

- Payment terms: 50% advance, 50% on delivery (sample).

# Citations

products.csv#REC-101

products.csv#MSG-020

kb\case\_retail.md

kb\consent\_faq.md

products.csv#CNS-010