1. Executive Summary

This proposal outlines the development of a professional, fully-functional e-commerce website for **Hasan Irfan Premium Perfumes**. The website will feature a modern design, complete product catalog, secure shopping cart, multiple payment options, and mobile-responsive layout to provide an exceptional online shopping experience for your customers.

Our solution will enable you to:

- Showcase your premium perfume collection professionally
- Accept orders online with multiple payment methods
- Manage products and inventory easily
- Reach customers across Pakistan and beyond
- Build your brand presence online

2. Project Overview

2.1 Objectives

- Create a professional, user-friendly e-commerce website
- Implement secure payment processing options
- Ensure mobile-responsive design for all devices
- Optimize for search engines (SEO)
- Provide easy content management capabilities

2.2 Target Audience

- Perfume enthusiasts in Pakistan

- Online shoppers looking for premium fragrances

- Gift buyers seeking luxury products

- Customers preferring online shopping convenience

3. Services Included

Standard E-commerce Website Package

Rs. 120,000

One-time development fee

Website Development & Design

✓ Custom website design tailored to your brand

✓ Professional, modern, and elegant user interface

✓ Mobile-responsive design (works on all devices)

✓ Fast loading times and optimized performance

✓ SEO-friendly structure and optimization

E-commerce Features

✔ Product catalog with unlimited products

✔ Product categories and filtering (Men, Women, Unisex)

✔ Shopping cart functionality

✔ Secure checkout process

✔ Order management system

✔ Product search functionality

Payment Integration

✔ Cash on Delivery option

✔ Debit/Credit Card payment (online)

✔ JazzCash integration

✔ Easypaisa integration

✔ Secure payment processing setup

Additional Features

✔ Contact form with email notifications

✔ About Us section

✔ FAQ section

✔ Social media integration

✔ WhatsApp Business integration

✔ Terms & Conditions page

✔ Privacy Policy page

Technical Setup

✔ Domain setup assistance (domain cost separate)

✔ Free hosting setup on Netlify

✔ Free SSL certificate (HTTPS)

✔ Website backup and security

✔ Google Analytics integration

Support & Training

✓ 3 months free technical support

✓ Website training session (2 hours)

✓ Documentation and user guide

✓ Email support during business hours

Not Included in Base Price:

- **Domain Purchase**: Client responsible for domain cost (~Rs. 3,000/year)

- **Product Images**: Client provides high-quality product photos

- **Content Writing**: Client provides product descriptions and content

- **Logo Design**: Available as add-on service (Rs. 15,000)

- **Product Photography**: Available as add-on service (Rs. 5,000-10,000 per product)

- **Payment Gateway Merchant Accounts**: Client sets up JazzCash/Easypaisa accounts

- **Marketing/Advertising**: Available as separate service

4. Payment Terms

Payment Schedule

Milestone	Amount	Due Date	Description
Initial Payment	Rs. 60,000	Upon contract signing	50% upfront to begin development
Progress Payment	Rs. 30,000	When website is 80% complete	After initial review and feedback
Final Payment	Rs. 30,000	Upon final delivery	After website launch and approval

Total Project Cost: Rs. 120,000

Payment Methods Accepted: Bank transfer, JazzCash, Easypaisa, or cash (by arrangement)

5. Project Timeline

Development Schedule

→ **Week 1:** Project kickoff, design approval, initial setup

→ **Week 2:** Core development, product catalog setup, shopping cart implementation

→ **Week 3:** Payment integration, testing, content integration

→ **Week 4:** Final testing, revisions, training, and launch

Total Duration: 3-4 weeks (subject to client feedback and content delivery)

Note: Timeline may vary based on:

- *Speed of client feedback and approvals*
- *Availability of product images and content*
- *Payment gateway account setup time*

6. Ongoing Maintenance (Optional)

Monthly Maintenance Package

Rs. 10,000/month

Optional - Can be added after project completion

Includes:

✓   Product updates and additions

✓   Content updates and changes

✓   Bug fixes and technical support

✓   Security updates

✓   Performance monitoring

✓   10 hours of support per month

✓   Email support (response within 24 hours)

7. Additional Services (Available on Request)

Service	Price	Description
Logo Design	Rs. 15,000	Professional logo design with 3 concepts
Product Photography	Rs. 5,000-10,000/product	High-quality product photos (per product)
Content Writing	Rs. 2,000-5,000/page	Professional content writing per page
Social Media Setup	Rs. 10,000	Social media account setup and integration
Google Ads Setup	Rs. 20,000	Google Ads account setup and initial campaign

Service	Price	Description
Major Feature Addition	Rs. 10,000-50,000	Custom features beyond scope (quote on request)

8. Terms & Conditions

8.1 Project Scope

- This proposal is valid for 30 days from the date of issue

- Any changes to scope will be quoted separately

- Client must provide all content, images, and information in a timely manner

- Delays in content delivery may extend project timeline

8.2 Revisions

- 2 rounds of revisions included in base price

- Additional revisions charged at Rs. 5,000 per round

- Major design changes may incur additional charges

8.3 Ownership

- Upon full payment, client owns the website and all content

- Developer retains right to use project in portfolio

- Third-party services (hosting, domains) subject to their terms

8.4 Support

- 3 months free support included from launch date

- Support covers bug fixes and technical issues

- Content updates and new features charged separately

- Support available via email during business hours

8.5 Cancellation

- If project is cancelled before 50% completion: 50% of paid amount retained

- If project is cancelled after 50% completion: 75% of paid amount retained

- All work completed up to cancellation point will be delivered

8.6 Payment

- Late payments subject to 2% interest per month

- Work may be paused if payments are overdue by 7 days

- All prices in Pakistani Rupees (PKR)

- Prices valid for 30 days from proposal date

9. Next Steps

1. ✓ **Review this proposal** - Please review all terms and pricing

2. ✓ **Sign the contract** - Return signed proposal to proceed

3. ✓ **Make initial payment** - 50% upfront (Rs. 60,000) to begin work

4. ✓ **Provide content** - Share product images, descriptions, and business information

5. ✓ **Project kickoff** - We'll schedule a meeting to discuss details

6. ✓ **Development begins** - Regular updates will be provided

10. Why Choose Us

- **Professional Quality:** Modern, responsive, and secure website development
- **Proven Experience:** Successfully delivered e-commerce projects
- **Transparent Pricing:** No hidden fees, clear pricing structure
- **Ongoing Support:** Continued support after project completion
- **Client-Focused:** Your success is our priority
- **Fast Delivery:** Efficient development process

11. Acceptance

By signing below, both parties agree to the terms and conditions outlined in this proposal.

Client Signature

_____

Name:

_____

Date:

_____

Developer Signature

_____

Name: **Talha Saeed**

Date:

_____

Thank you for considering our services!

We look forward to working with you to create an exceptional online presence for Hasan Irfan Premium Perfumes.

For questions or clarifications, please contact us.