

Apptha Multi-Vendor Marketplace Magento 2.0

VERSION HISTORY & DOCUMENT APPROVALS

Prepared for:	Amith Fernando
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About Contus

Contus is a leading Mobility, Cloud, and Web Solutions Company. We've been delivering innovative solutions through our products and services for our clients in more than 40+ countries since 2008. We operate from India (Chennai) and USA (Sunnyvale), which allows our clients to work with us effectively at ease. Contus has a strong team of 240+ skilled and experienced technology engineers and experts, which provides a great advantage to our clients on scale, cost, and geography.

Apptha is another promising venture of Contus. With the ambition of providing high quality products, we keep researching on what's next? Such extensive research has resulted in outcome of various exclusive products. Our team with vast technical knowledge, creativity and passion always maintains to keep up the promise of delivering the best. We grab all favorable circumstances and edge it to the enhancement of overall development. Understanding the CMS popularity, we have come up with various extensions and themes for these CMS.

You can visit our website at www.contus.com for further information on our services.

Client Information:

Client Name	Amith Fernando
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Address	USA

This Statement of Work (SOW) is issued between **Contus** and **Amith Fernando**, effective 01 October 2016. This SOW is subject to the terms and conditions contained in the agreement between the parties and are made a part thereof. Any term not otherwise defined herein shall have the meaning specified in the Agreement. In the event of any conflict or inconsistency between the terms of this SOW and the terms of this Agreement, the terms of this SOW shall govern and prevail.

Project Details:

Project Name	Apptha Multi-Vendor Marketplace Software
Total Business Days	7

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1. Introduction:

This section gives a scope description and overview of everything included in this Scope of Work document. Also, the purpose for this document is described and a list of abbreviations and definitions is provided.

1.1. Purpose

This proposal is to build a online B2C marketplace platform to cater the buyers and sellers needs in the global market.

1.2. Overview

The remainder of this document provides an overview of the system functionality and system interaction with other systems. This introduces different types of stakeholders and their interaction with the system. Further, it also mentions the system constraints and assumptions about the project. This document provides the requirements specification in detailed terms and a description of the different system interfaces.

2. Project Modules:

This section includes the requirements that specify the core fundamental actions of the software system. We will be using our Apptha Marketplace extension with Magento community edition 2.0 and integrate our Marketplace.

Apptha Marketplace is an extension built for the purpose of accelerating the development of a multi-vendor store in Magento 2.x. This extension imbibes the latest developments in Magento 2.x including user experience, architecture flexibility, improved scalability, file structure, security and much more thus contributing towards a ecommerce marketplace build that's technically sound and purposeful.

Apptha Marketplace can be readily hosted on cloud and is 100% customizable making it flexible enough to accommodate any peculiar functionality. With support towards multiple currencies, payment gateways and languages, Apptha Marketplace for Magento 2.x versions is one of the best-in-class extensions to build a multi vendor store in quick time.

Features List

For Admin:

- Seller accounts shall be manually or automatically approved or declined by the administrator
- Marketplace operators shall declare separate commission rates for each seller
- Marketplace operator shall view the complete transaction history of any particular seller from the Admin Panel.
- Approve or disapprove newly added products by sellers through mails either automatically/manually and option to automatically approve products for all vendors.
- Site owners shall easily manage seller profiles and their products through admin panel.
- Admin can enable/disable subscription option for seller and can add subscription plan.
- Marketplace owners shall either customize or make use of the default email template provided for Email notifications.

- Admin can either Enable or Disable seller sales email notification.
- Ratings and Reviews for sellers can either be Enabled or Disabled.
- Admin can either Enable or Disable the 'Profile Page' for sellers.
- Marketplace operator can approve or decline any seller account automatically/manually.
- Admin can set the global commission for sellers.
- Admin can send mass email to all sellers.

For Sellers:

- Sellers can provide instant access for customers to their fan pages by placing Facebook and Twitter buttons on their profile pages
- Sellers can add product of types namely 'Simple', 'Virtual','Configurable' through an option which can be set by the administrator
- Sellers can upload products in bulk using csv file in their dashboard
- Sellers can assign the product
- Seller can add the attributes dynamically while adding the product
- Seller can select the subscription plan
- Sellers can add 'Custom options' while adding any product to the store which can be either Enabled or Disabled by the Admin
- Product details can be updated by the sellers instantly
- Products can be categorized by sellers under relevant categories and subcategories
- Sellers will receive Email notifications for every single purchase of their product
- Sellers can view complete order details like shipping address, payment method etc, by clicking the 'View' option in the 'Orders' tab
- Sellers can independently add and edit information and logo using edit options in 'My Profile' page
- Vendor specific URLs can be generated for stores as per the store names suggested by them
- Sellers can retrieve complete information on all their transactions made with the marketplace owner through 'Transaction History'.
- Integrated Social login extension for seller to login and register
- SKU can be provided by sellers while adding a product
- If admin cancel an order then email notification will be sent to seller and customer
- Option to add national and international shipping cost for each product
- Payments can be transferred to sellers from marketplace owners via Bank account/PayPal account

For Buyers:

- Integration of Apptha's Social Login extension allows customers to log in at ease through their Facebook, Twitter and Google+ accounts.
- Instant email confirmation for customers upon product purchase
- Any customer can become a seller in the marketplace with the approval of Admin
- Stock available quantity and sold count is displayed in product detail page
- Share product information through Facebook, Twitter and Google+ buttons placed on 'Product Details' page

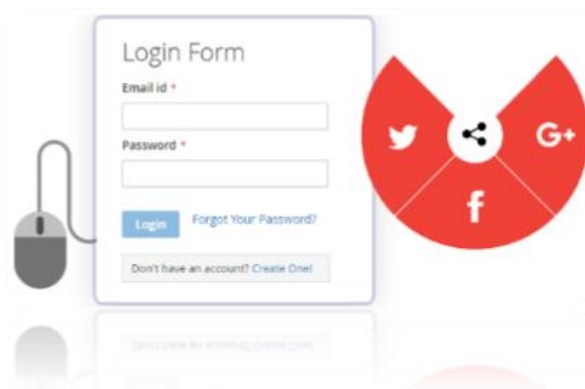
Commission Calculations

- Admin can set different commission rates for each vendor
- Global commission will be considered as the commission rate for sellers who have not been specified a commission by the admin
- Allow sellers to subscribe for your marketplace via monthly and yearly subscription plans
- Universal shipping price applies to products which have not been given a shipping price by sellers
- Administrators can contact multiple sellers at one go via bulk emailing system
- Sellers can make commission request to the admin using the internal mailing system
- Ajax powered loading for category pages to decrease loading time



Social-Media Friendly

- Social Media fan base can be improved by using 'Join us on Facebook' and 'Join us on Twitter' options in the storefront
- Vendors can place 'Facebook' and 'Twitter' buttons to direct visitors to their social media handles
- Product information can be shared by customers in their social profiles using the social icons in product detail page
- Sellers and Visitors can use social media for logging in and signing up



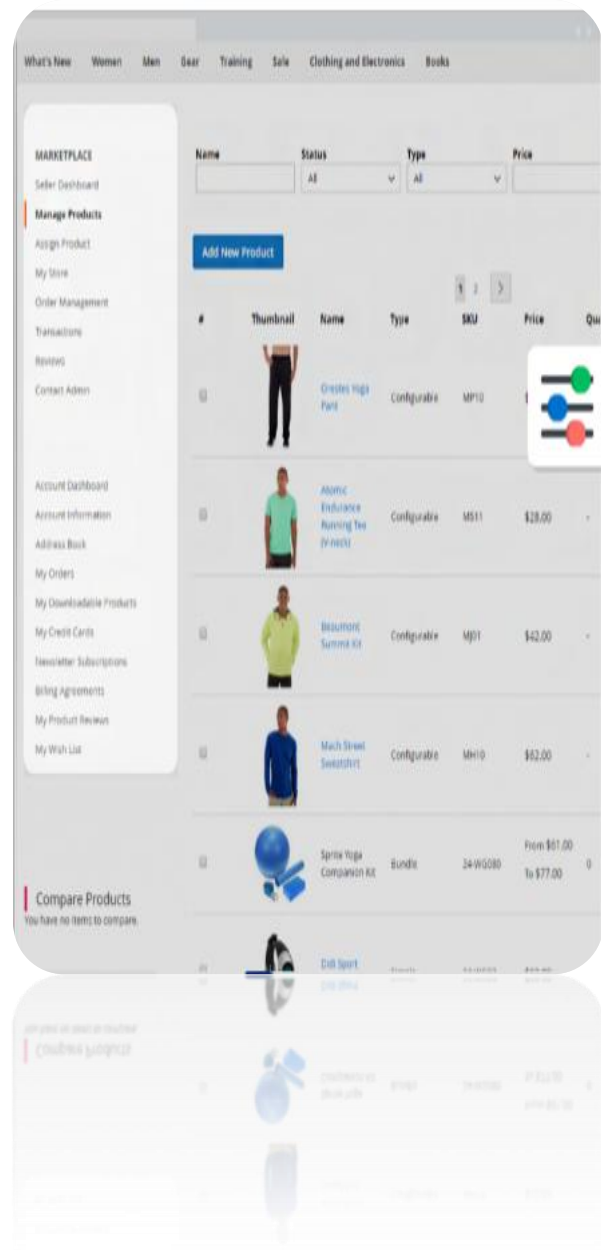
Backend Controls For Admin

- Product approvals can be set to automatic or can be done manually
- Stock details and sold count for each product can be turned on or off by the admin
- Seller profile pages can be enabled or disabled by the admin
- Seller approvals can be automated or manually done by the admin



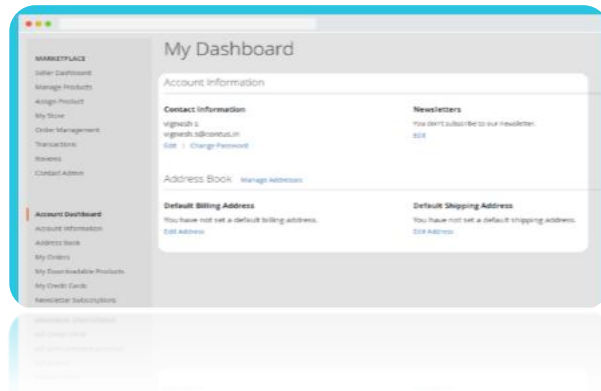
Backend Controls For Sellers

- Sellers can upload 'Simple', 'Virtual' and 'Configurable' products
- For each product, seller can set the default country, national and international shipping cost
- Seller can add custom option for a product while uploading it in the store. Admin has the ability to enable or disable the custom option for sellers.
- SKU for each product can be added by the seller
- Seller has an exclusive grid, 'Manage Products', to add, edit, filter and bulk upload products easily
- Sellers can add or delete any product
- Products can be classified into several categories and subcategories
- Related product suggestions will accompany each product detail page
- Sellers have an edit option available in 'My Profile' page to edit and add store logo and information
- Sellers can fabricate their store URL with desired name or keywords.
- Sellers can get historical information on transactions using 'Transaction History' option
- Reviews and Ratings options can be enabled or disabled by the admin
- Sellers can either enable or disable the Ratings and Reviews option



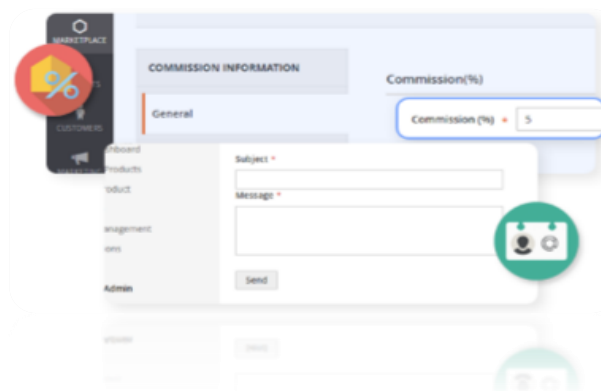
Dashboards

- Marketplace operator and every vendor who sells in the marketplace store will get a dashboard that keeps them informed about sales and other key happenings.
- Admin dashboard: Product & Seller Approvals, best sellers, order updates, commission splits, average order value etc.
- Seller dashboard: Overall revenue, highly viewed products, highly purchased products, analysis on sales and much more



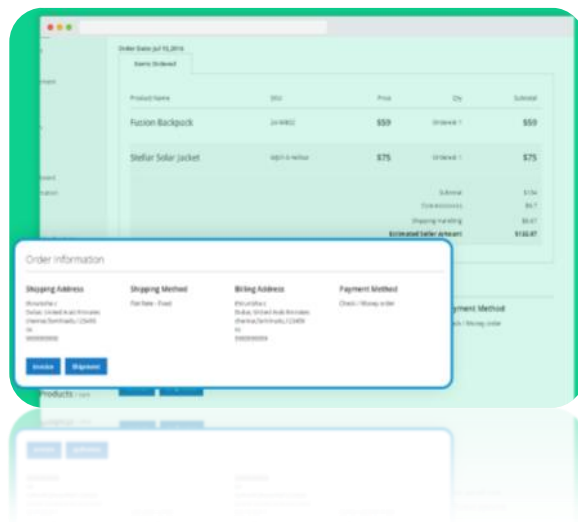
Contact / Support

- Sellers can contact the marketplace operator using 'Contact Admin' option
- 'Contact Admin' option can be enabled or disabled by the admin
- Commission Calculations** : Admin can set different commission rates for each vendor

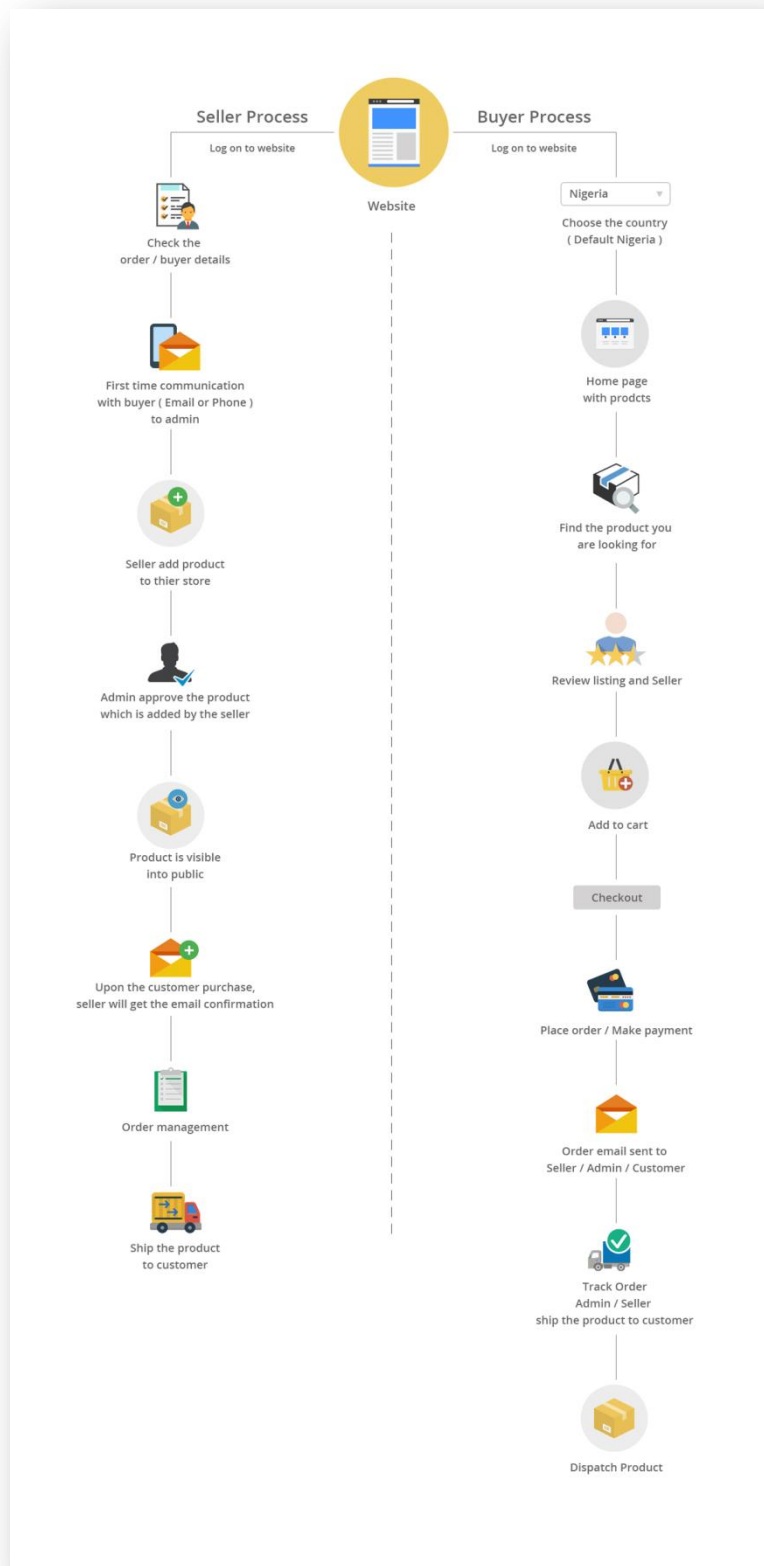


Dashboards

- Sellers can filters the orders placed by shoppers based on 'Status' and 'Time Range' scales using the 'Orders' tab
- Sellers can view shipping address, payment method and other order details using 'View' option in the 'Orders' tab
- Sellers are bestowed with the ability to create invoice and shipment for their products.
- Product Comparison**: Products can be compared by users using 'Product Compare' option. The 'Add To Cart' option available for the products which a user has compared will help in proceeding to checkout in an instant.



3. Marketplace Work Flow:



4. Hardware / Software Specification:

- Platform: LAMP (Linux + Apache + MySQL + PHP)
- As we are technology partner of Amazon aws, we suggest their services for Apptha Marketplace software

No of Instances (Virtual Server): 3

(System will increase the application instances count by using auto scaling policy while increase website traffic)

Instance type:

m3.medium (Linux + 15GB RAM) (for each application instance)

m3.large (Linux + 30GB RAM) (for database instance)

else you could go-ahead with any other hosting provider with Magento server requirements

<http://devdocs.magento.com/guides/m1x/system-requirements.html>

5. Fee Schedule:

Apptha Product	COST in USD
Apptha Marketplace Software 3 Months Technical Support and Free Installation	999

Front-end link: <http://apptha-demo.com/extensions/marketplace2-userdemo>

Seller details:

Username :robert_william@gmail.com

Password:Contus123

Backend-link:<http://apptha-demo.com/extensions/marketplace2-userdemo/admin>

Username: demo Password: demo123

Software Installation:

We will install Apptha marketplace on your domain server,

Language	English
Currency	USD
Payment Gateway	PayPal

Note: The website will be delivered with English by default as the frontend/backend language, any one frontend/backend currency.

6. Support process & Renewal cost:

Free support for first three months after purchase: As part of the software, we will provide 3 months free support after purchase. The support will be in the form of ticket system where you can place your ticket with a query where our support/technical team will review the query and answer it. We can also provide support via live chat for simple queries. Only level 1 support executives will be handling the support chat and hence if you place any query which involves technical analysis, they would create a ticket for your query, consult with the technical team and provide the clarification. Only queries related to existing functionalities of the software will be addressed. It can be a Q/A support or cover up any issues on the default features of our software. No additional customizations will be covered in the support and if we find that the issues have come up due to the changes that you have made on coding part then our free support becomes void at that point.

Renewal of support period after free support: To renew the support period for next three months after free support, we usually will charge 300 USD for 3 months and hence it would come around 600 USD for six months but considering your request on discount and long term mutually beneficial relationship and also you will be paying the upfront support cost for 6 months in advance, we have come down to the very basic price of 500 USD for renewal of support for 12 months. The payment had to be done in advance before the commence of the support process. The terms and conditions for this support also will be similar to the ones listed under free support i.e. as follows,

The support will be in the form of ticket system where you can place your ticket with a query where our support/technical team will review the query and answer it. We can also provide support via live chat for simple queries. Only level 1 support executives will be handling the support chat and hence if you place any query which involves technical analysis, they would create a ticket for your query, consult with the technical team and provide the clarification. Only queries related to existing functionalities of the software will be addressed. It can be a Q/A support or cover up any issues on the default features of our software. No additional customizations will be covered in the support and if we find that the issues have come up due to the changes that you have made on coding part then our free support becomes void at that point.

Support chat: (where simple support queries will be answered)

Monday to Friday - 24 hours

Saturday - Up to 10 PM IST

Not available on Sunday and National/Local holidays.

Ticketing System:

Maximum turnaround time will be 24-36 business hours, i.e. if you post any query in ticket, you can expect the answer within 24-36 business hour time frame. The turnaround time might get delayed during weekends and Local/National holidays.

If you have any delay in the above support process, you can bring that to my notice and I assist you in getting the needed support as earlier as possible.

7. Terms & Conditions:

The following will be the terms and conditions of this SOW:

- The quoted price and the solutions are valid for a period of thirty (30) days from date of submission. If any changes in this project occur, this sow will not be valid.
- The team will not be available on Indian Holidays; however, the management team will be available during those days. On serious emergencies, we will recoup the team within couple of hours during holidays.
- All the communication will happen only through our ticketing system.
- Any delays in product installation timeline because of customer approvals or delay in providing necessary details by the client will delay the whole project and actual project delivery timelines. Contus will not be responsible to for those delays.
- Contus Product delivery will follow default features listed in apptha website. All the other additional changes to the product will affect the timeline and cost.
- Email approval will be enough to consider as sign offs.

Note: We (Contus Client) both have to agree that this document will be considered as the final version document and Contus developers have to work on the tasks mentioned in this document alone. Additional tasks/Works to be done apart from this document will be considered under additional payment and separate timeline and SOW will be required to proceed /work out further.

IN WITNESS WHEREOF, the parties hereto have caused this SOW to be effective as of the day, month and year first written above.

Name: Yuvraj.D	Name: Amith Fernando
Title: Business Development Executive	Title: