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| ***Contents*** |
| * **Project Scope** * **Introduction to the proposal**   **Scope of services** |
| * **Project Management** * **Project structure** * **Project phases** |
| * **Project Deliverables** * **Delivers** * **Project team**   **Schedule of delivers** |
| * **Technology Uses** * **Frontend**   **Backend** |
| * **Financial** * **Project cost**   **Design & development cost** |
| * **Conclusion** |
| * **BitChip Digital** * **About us** * **Services** * **Quality of our people**   **Satisfactions of our clients** |
| * **Project Methodology** * **Requirement analysis & design** * **Development & testing** |
| * **Reporting Capability** |
| * **Technical Support** |

**Dear Concern,**

Thanks for reaching out to BitChip Digital regarding your upcoming software project **Outreach Link Agency**.

We have an experienced team of software and web developers, who remain aligned with the latest trends to deliver the most updated software to our clients. We specialize in software, website design, SEO, link building, broken link building, article writing, graphic design and content writing are excited for the opportunity to work with you. The enclosed proposal will give you the process outline by which we will achieve your desired goals. If you want to make any modification or refine the proposal do not hesitate contact.

Regards,

Md Julhas Alam

Managing Director

BitChip Digital.

**Project Scope**

**Need Assessment**

This project is aimed at developing digital agency service management system (Customer relationship management (CRM) ) software for a company. BitChip Digital has been a top provider of software and digital marketing services since 2020. We are located at Dhaka Bangladesh and are founded by Engr. MD. Julhas Alam, who is known to be Electrical & Electronic Engineering.

We have over the 2 years served over maximum number of clients who are satisfied with our systematic and timely approach. We help strengthen a brand’s visibility online by creating customized digital marketing strategies that align with the client’s business requirements.

This system can be used to store or create a service for a client, subscription system and also content an order. Multiple price set for a service and coupons add. Chat system for a user to connect with the admin. However, there are a lots functionality and features are to implements to this software.

**Scope of Services**

1. Login to the system through the initial screen of the system.

2. Admin Login to the system and change his password after logging in.

3. Filter system for this system.

4. Permission to access all features (Explore Services, Package, and Order etc.)

5. Database design and development.

6. Payment getaway integration.

7. Integration third party API with the web portal.

8. Email integration.

9. Search for a particular item by typing.

10. Report generates for an admin.

11. Subscription system for a user.

12. Package system for a user.

**Project Management**

**Project Structure**

An assigned project manager will be made available to present information and coordinate with your company and including a reasonable number of meetings to present design and development solutions.

* User

1.1) User Create

1.2) Role (define role)

1.2.1) Admin

1.2.2) Stuff

1.2.3) Customer

1.2.4) ….

1.3) Permission (assigns and updates permission for user)

1.3.1) Permission name

1.3.2) Status

1.4) Profile

1.4.1) profile update

1.4.2) profile settings

1.5) Contact / chatting (contact with user)

1. Settings

2.1) Basic Information

2.1.1) Company name

2.1.2) Company email

2.1.3) Company phone

2.1.4) Company Slogan

2.1.5) Favicon icon  
 2.1.6) Company Logo

2.1.7) Office start time - end time

2.1.8) Office address  
2.2) Social Information

2.2.1) Social link

2.3) Mail Configuration

2.3.1) Mail mailer

2.3.2) Mail host

2.3.3) Mail port

2.3.4) …..

2.4) Payment Gateway

2.4.1) PayPal   
 2.4.1.1) Payment information

2.4.2) Stripe

2.4.1.2) Stripe information

1. Explore Site   
   3.1) Header

3.1.1) Explore header name

3.1.2) Explore header title

3.1.3) Explore header details

3.2) Category (multiple)

3.2.1) Explore Category name

3.3) Country (multiple)

3.3.1) Explore Country name

3.4) Domain (multiple)

3.4.1) Explore Domain name

3.5) Language (multiple)

3.5.1) Explore language name

3.6) Explore site details

3.6.1) Explore service name

3.6.2) Price (multiple)

3.6.3) Domain name

3.6.4) Domain extension id  
 3.6.5) Site name

3.6.6) Domain authority

3.6.7) Domain rating  
 3.6.8) Organic traffic

3.6.9) Spam score

3.6.10) Explore language id

3.6.11) Links

3.6.12) Explore country id

3.6.13) Domain URL

3.6.14) Screenshot

3.6.15) Moz domain authority

3.6.16) Moz spam score

3.6.17) Supported language

3.6.18) Explore category id

3.6.19) Publication type

3.6.20) Max no of Hyperlinks

3.6.21) Hyperlinks type

3.6.22) About site

1. Package (Our packages)

4.1) Package advantage (article)

4.2) Package Details

4.2.1) Package name

4.2.2) Price

4.2.3) How many post

4.2.4) Details

4.2.6) Topic

4.2.7) Anchor text (required)

4.2.8) Landing page

1. Order

5.1) Check order

5.2) Status update

5.3) Reply or sent a document

1. Payment Gateway

6.1) PayPal

6.2) Stripe

1. Invoice (Generate Invoice)

7.1) User information

7.2) Service information

73) Payment information

1. Chat / Message

8.1) Reply to the chat message

8.2) View documents (if any)

1. Notification

9.1) Order place notification

9.2) Payment notification

9.3) Message notification

9.4) New user creates notification

1. Statistics

10.1) All types statics count

10.2) All user data Export with excel

1. Coupon

11.1) Create Coupon (Published or Draft)

**Working Module => User Panel**

* Registration   
  1.1) Name

1.2) Email

1.2.1) Verify Email address

1.3) Phone

1.4) Address

1.5) Image (Nullable)->default(‘avator.png’)

1.6) Password

1. Login

2.1) Email

2.2) Password

1. Profile

3.1) Profile update

3.2) Change Password

1. Service

4.1) Explore service

4.2) Package

4.2) Buy Now

4.3) Explore service (Filtering)

1. Order

5.1) User Details

5.1.1) Name

5.1.2) Phone

5.1.3) Email

5.1.4) Address

5.2) Order process

5.2.1) Add to cart

5.2.2) Cart info

5.2.3) Billing address

5.2.4) Coupon

5.2.5) Payment method

1. Subscription

6.1) Buy package and view more subscription plan

1. Wallet

7.1) Add Money

1. Contact / messaging

8.1) Send message to the admin

1. Payment

9.1) Cash

9.2) Payment Gateway

1. Invoice

10.1) Show invoice

10.2) Download invoice

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project Phases**   |  |  | | --- | --- | | Phase | Action Item | | Review & Signoff | * Proposal review and signoff * Advance payment as specified in payment plan | | Planning | * Requirement analysis. * Design, review and approval of feature listing for web portal. | | Design Development and Integration | * Designing and development of database structure. * Development of navigation scheme of web portal. * Develop and integrate feature/modules. * Design UI for admin panel. | | Content and Testing | * Review/edit web portal. * Test all links, forms, integrate applications and email address to make sure they all work effectively. * Present the product for review and approval. * Training. | | Final Handover | * Transfer and handover of ownership of the product. * Launch on live server. * Final payment. | | Maintenance and Support | * Setup dedicated support team for maintenance and support. * Continues improvement on agreed terms. | |

**Project Deliverables**

**Deliverables**

The deliverables for this part of project include the following items:

1. Web portal including all the feature provide in 54-60 days after the project start.

2. This period of time may be very depending on workload, last-minute charges, additional submission, and third-party service providers.

**Project Team**

Following will be the team working on this project from time to time

|  |  |
| --- | --- |
| Resource | No. |
| Project Manager | **0** |
| UI/Graphic Designer | 1 |
| Frontend Developer | **0** |
| PHP/Laravel Developer | 2 |
| Quality Assurance Engineer | **0** |

**Schedule of Deliverables**

|  |  |  |
| --- | --- | --- |
| Milestones | Days | Hours |
| Planning | | |
| Requirement Analysis  Design, Review and approval of feature listing, wireframe for web portal. | 2 | 18 |
| Database design and development | 6 | 54 |
| Business settings | 4 | 36 |
| Role and permission | 2 | 18 |
| Assign permission to role | 2 | 18 |
| Manual client adds | 1 | 9 |
| Admin profile customize | 1 | 9 |
| User profile customize | 1 | 9 |
| Chat system implements | 3 | 27 |
| Services add to cart | 4 | 36 |
| Payment gateway | 6 | 54 |
| Email | Depends on features |  |
| Search system | 3 | 27 |
| Login and Registration | 2 | 18 |
| Filter system | 3 | 27 |
| Template customization | 2 | 18 |
| Admin services | 2 | 18 |
| User services | 2 | 18 |
| Coupon | 1 | 9 |
| Invoice | 2 | 18 |
| Notification system | 3 | 27 |
| Package System | 2 | 18 |
| Subscription system | 3 | 27 |
| Live server deployment | 3 | 27 |
| Project testing and debugging | 6 | 54 |
| Total:  (Considering 6 days per week 54days/6 = 9 weeks) | **54 days** | **486 Hour** |

**Important Note:** Additional feature request and design changes will be billed for separately.

**Technology Uses**

It will be web-based software that means all transaction need be established and execute between clients and server, so doing its operational work it needs to be connected with the server in a frontend and backend system.

**Frontend**

• HTML5

• CSS

• JavaScript

• Bootstrap

**Backend**

• Laravel 9

• MySQL

**Server Software Configuration**

• Operating system: Windows or Linux operating system.

• Server: HTTP Apache server.

**Server Hardware Configuration**

• Processor: i3 Intel or AMD processor speed above 2.00 GHz.

• RAM: 4GB.

• Hard disk drive: 50GB (depends on you).

**Financial**

All costs are based on understanding of the information delivered by the client representative, and have been determined keeping the complexity of work and required efficiency and quality. While we are reasonably confident that is quote represents most of the requirements, we reserve the right to re-evaluate the cost structure should the requirements of the project change.

|  |  |  |
| --- | --- | --- |
| # | Project Phase | Cost (BDT) |
| 1. | Requirement Analysis & Design | 00 |
| 2. | Database & UI Theme Development | 00 |
| 3. | Web Development | 00 |
| 4. | Integration, Testing & Launch | 00 |
|  | Total Cost: | BDT. 00 |

**Conclusion**

We are looking forward to provide you exceptional services and perfect optimized solution for your needs. Prices are valid for 30 days from the date of this proposal. If you have any questions, please feel free to reach out to us. For a complete set of services that we offer please check our website at <https://www.bitchipdigital.com/>

**About BitChip Digital**

**About Us**

BitChip Digital is a leading software development and digital marketing business that is based in Alauddin Tower, Rajlaxmi Uttara, Dhaka. We are in business to develop software like, Web Development, SEO, Graphic Design, and Content Writing. We have a team of SEO professionals who offer a wide range of search engine optimization services. These services include Link building, off-page SEO, and broken link building services. We are in business to not only make profit but to also compete favorably against other software development companies in the industry and attain our vision of being the preferred software development company for clients all over the Dhaka. We intend to ensure that we demonstrate fair business ethics in every point of our business. We hold ourselves accountable for our high standards and ensure that all our employees are not only attuned to but display this standard at all times in order to positively promote the company.

**Service**

• Web design and development.

• Graphic design.

• Software development.

• SEO.

• Content Writing.

• Link Building.

• Broken Link Building.

• Article Writing.

**Quality of our people**

• Hiring of excellent people with the right attitude towards work is given the highest priority.

• Internal and external training is provided.

• All staff is regularly trained on.

• Understanding the problem from the “Customer point of view”.

• Quality software that meets customer requirements.

• Responding with a sense of urgency and dedication to solve the problem.

**Satisfaction of our clients**

• Understanding your general and specific business and information needs.

• Identifying the priority for computerization and level of sophistication required.

• Working on an agreed time frame and keeping to deadlines.

**Methodology**

Generally, projects are split into two phases requirement analysis and design and development and testing.

Requirement analysis and design

* All project starts with an idea for a product, service new capability or other desired outcome. The idea is communicated to the project manager.
* Once the project is understood, a more detailed system requirement specification document is prepared that explains the project.
* In particular, it outlines the scope, goals and objectives, deliverables, the assumptions being made, the key people involved, expected business benefits, costs and duration.
* In design phase we will create product proto type where we/client will provide PSD’s and HTML.

Development and Testing

* In development and testing phase we will start with creating project plan, the project plan is most commonly in the form of a chat, which identifies the stages of tasks and answer the questions as to who will carry them out in an associated timeline.
* After the development is started, it is important to assess all factors that could have an impact on it.
* In testing phase, it is important to know whether the project has achieved its objectives. The document communicates how well the project has performed against its originals business case, project plan, costs duration and tolerances.

**Reporting Capabilities**

We will provide the necessary reporting as required by our clients and we are also open to communicate on daily basis as well, we can report using emails, chats and phones.

**Technical Support**

BitChip Digital maintenance and technical support division is equipped with state-of-the-art infrastructure that made it possible to offer 24/7 hassle free support to our client according to the service level agreements we signed with them. On top of it, our term of motivated and seasoned professionals is keen to help and solve the escalated issues by clients irrespective of their complexity level in timely manner. While working with every client we always prefer to take proactive measures to ensure problems do not happen again. We have setup a support system that ensures on-time and effective resolution of your IT issues.