



Delivering fresh farm  
produce, to your doorstep!



[www.pasarsegar.my](http://www.pasarsegar.my)

# Scope of Works

In the following pages, you will see the scope of works that we require on our newly installed theme. The service rendered by the Template Monster is non-existent and hence the alternative is to turn to qualified Shopify experts to do these template changes.

These work are listed in order of importance.

Your advice on the duration of each task would be needed.

# Task 1

Deactivate the CHECKOUT button at the cart. This button allows the customer to surpass the delivery date & time selection.

Email Us  
wecare@pasarsegar.my

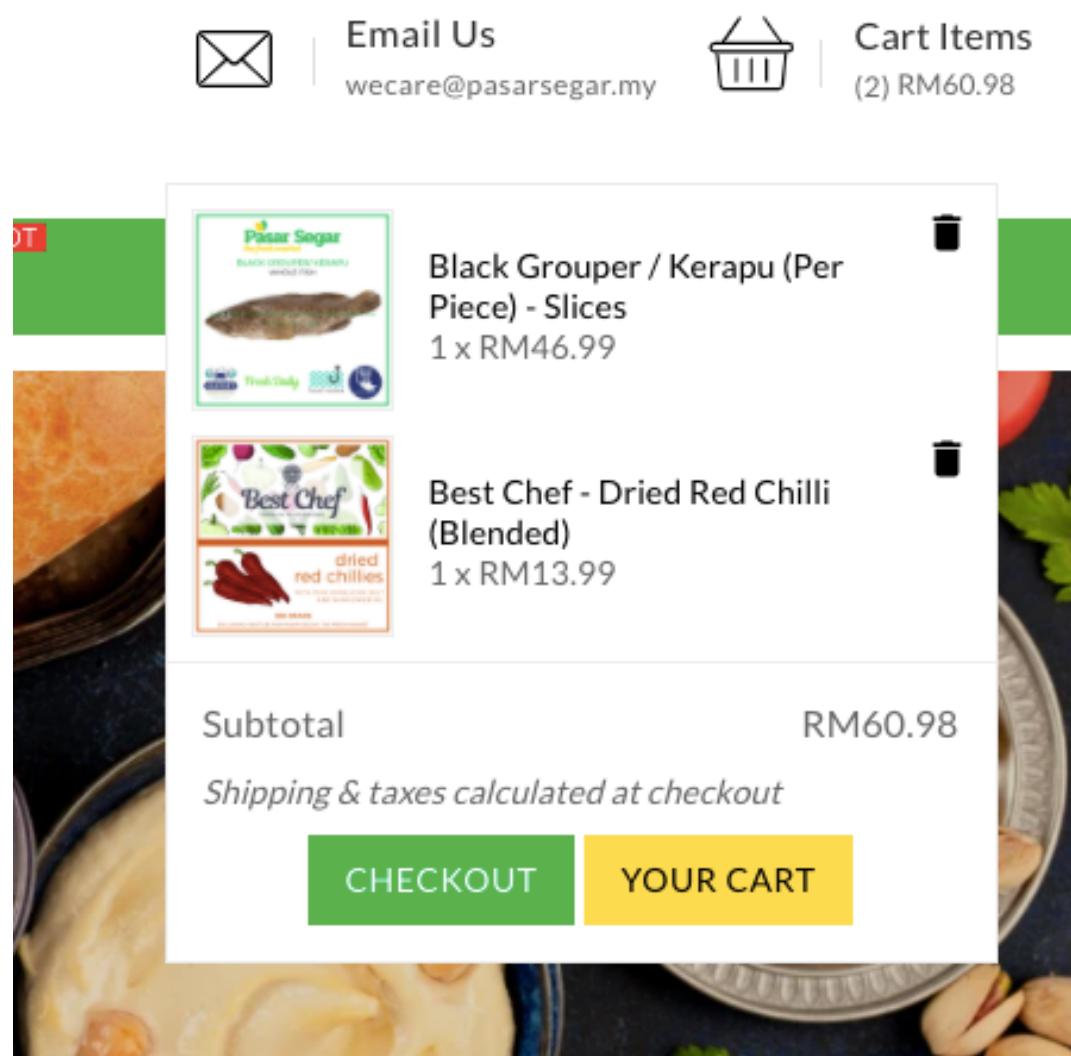
Cart Items  
(2) RM60.98

	Black Grouper / Kerapu (Per Piece) - Slices 1 x RM46.99
	Best Chef - Dried Red Chilli (Blended) 1 x RM13.99
Subtotal RM60.98	
<i>Shipping &amp; taxes calculated at checkout</i>	
<a href="#">CHECKOUT</a>	<a href="#">YOUR CART</a>

# Task 2

The better flow of the checkout process - From Cart to Payment

## step 1



## step 2

Your Cart				
Product	Price	Quantity	Total	Remove
Black Grouper / Kerapu (Per Piece) - Slices	RM46.99	1 x	RM46.99	
Best Chef - Dried Red Chilli (Blended)	RM13.99	1 x	RM13.99	

The banner (background GREY) to be an image  
With language - YOUR FRESH BASKET - banner dimensions let me know

This banner (background GREY) to be GREEN (corporate colour)  
With language - Items / Price / Quantity / Total / Remove

Clicking YOUR CART - goes to STEP 2

# Task 3

The better flow of the checkout process - From Cart to Payment

Add Button

step 3

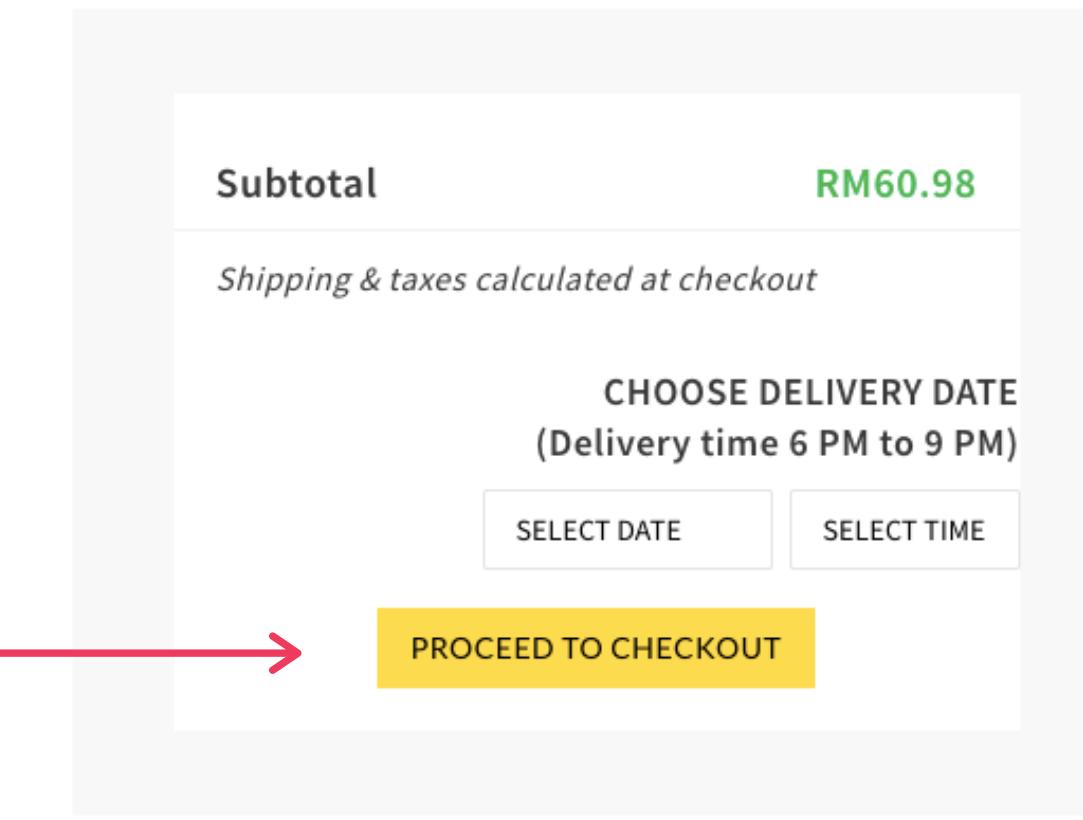
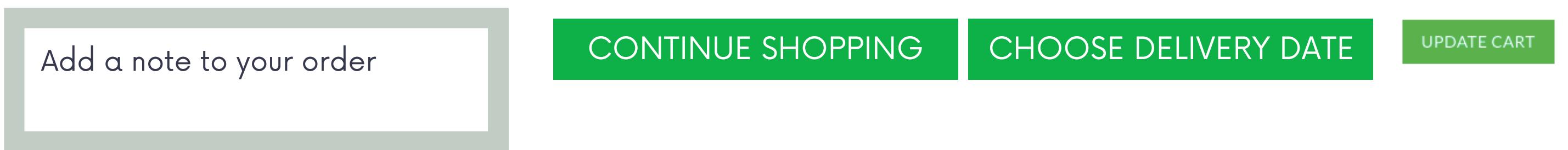
The screenshot shows a shopping cart interface with several buttons and sections:

- Add a note to your order:** A text input field.
- CONTINUE SHOPPING:** A green button at the top left.
- CHOOSE DELIVERY DATE:** A green button at the top right.
- UPDATE CART:** A green button at the top right.
- CONTINUE SHOPPING:** A green button located below the main header.
- Move Button:** A red arrow points from the bottom "CONTINUE SHOPPING" button up towards the top "CONTINUE SHOPPING" button.
- Add Button:** A red arrow points from the top "CHOOSE DELIVERY DATE" button down towards the "Link to this portion" area.
- Link to this portion, which is just below:** A text label pointing to the "CHOOSE DELIVERY DATE" section.
- Subtotal:** RM60.98
- Shipping & taxes calculated at checkout**
- CHOOSE DELIVERY DATE (Delivery time 6 PM to 9 PM):** A section with "SELECT DATE" and "SELECT TIME" buttons.
- PROCEED TO CHECKOUT:** A yellow button at the bottom.
- PS Rewards:** A badge in the bottom left corner.
- WhatsApp icon:** A green icon in the bottom right corner.

# Task 4

The better flow of the checkout process - From Cart to Payment

## step 4



Change Button Colour  
Normal - Green / White fonts  
Hover - Yellow / Black fonts

Clicking PROCEED TO CHECKOUT - goes to STEP 5

# Task 5

step 5



Cart > Information > Shipping > Payment

The better flow of the checkout process -  
From Cart to Payment

Contact	ivanmisso@gmail.com	<a href="#">Change</a>
Ship to	PS Trading, 50 Jalan Rahim Kajai, Damansara, 60000 TTDI, Damansara KUL, Malaysia	<a href="#">Change</a>

## Shipping method

<input checked="" type="radio"/> Local delivery	RM10.50
Mobile phone number +60 14-611 2260 <span style="float: right;">   ▾</span>	
We may use this number to call or text you about your delivery.	
Delivery instructions (optional)	
Enter necessary information like door codes or package drop-off instructions.	

[Continue To Payment](#)

[Return to information](#)

Replace with these 2 buttons →

[BACK TO MARKET](#)

[CONTINUE TO PAYMENT](#)

# Task 6

Our Website - no images for ALL categories

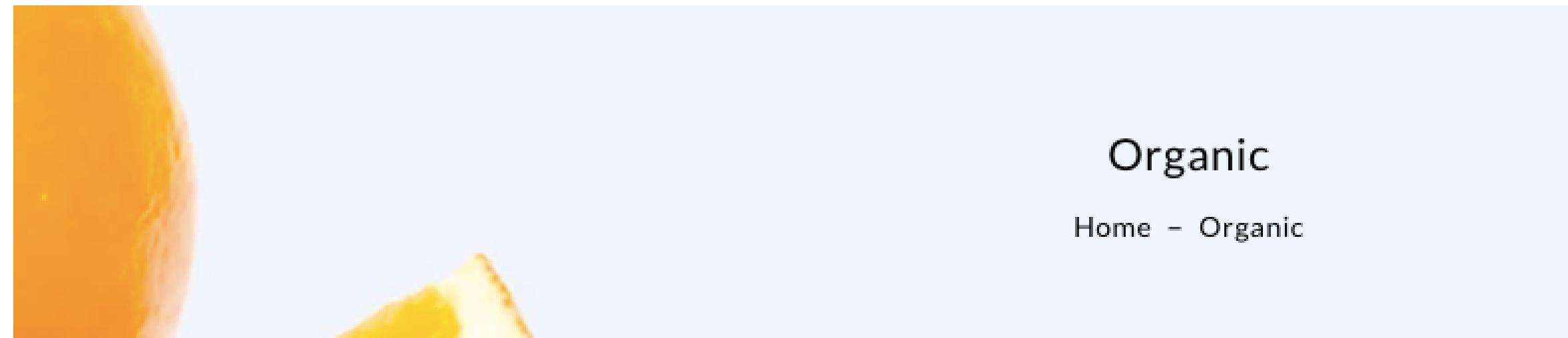
---



DEMO THEME - <https://organic-ishi.myshopify.com>

Banners are present

---



# Task 7

Need 4 columns

DELETE Our Gallery and replace with NEW column - WHOLESALE

## Sign Up & Get Rewarded

Sign up & get rewarded with RM5 immediately in your eWallet.

ivanmisso@gmail.com

SUBSCRIBE

### STORE INFORMATION

+601131566375

wecare@pasarsegar.my

### YOUR ACCOUNT

My Grocery List

PS Loyalty Rewards

FAQ's

### OUR COMPANY

Our Story

Fresh News

Terms & Conditions

Privacy Policy

Refund Policy

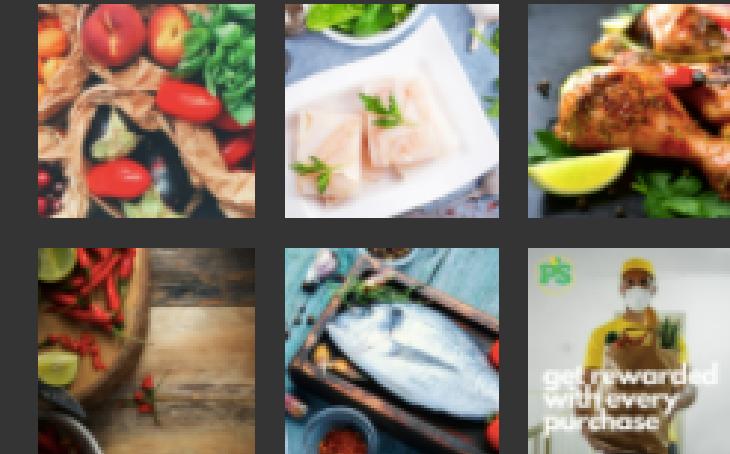
Contact Us

## Follow Us

Keep up to date with us.

f t i y

### OUR GALLERY



© 2021, Pasar Segar | The Fresh Market developed and designed by SM Media.

# Task 8

Shift these 3 pages on the top of the line

**Sign Up & Get Rewarded**

Sign up & get rewarded with RM5 immediately in your eWallet.

ivanmisso@gmail.com

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**STORE INFORMATION**

+601131566375

wecare@pasarsegar.my

**YOUR ACCOUNT**

My Grocery List

PS Loyalty Reward

FAQ's

**OUR COMPANY**

Our Story

Fresh News

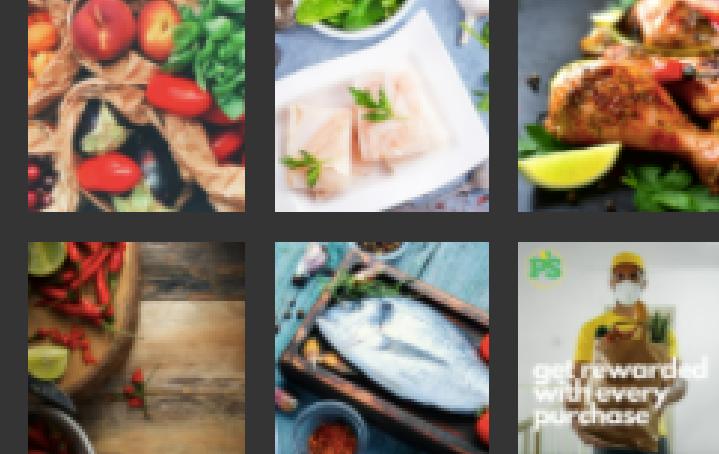
Terms & Conditions

Privacy Policy

Refund Policy

Contact Us

**OUR GALLERY**



**Terms & Conditions**   **Privacy Policy**   **Refund Policy**

© 2021, Pasar Segar | The Fresh Market developed and designed by SM Media.



# Task 9 - Product page

Add NEW tab - Recipes (link to recipe page - new app later)  
and Tabs Colour - Light Grey with Black fonts / Hover - Green with White fonts

Description      Ratings      Shipping & Returns      Recipes

Name: Grey Prawns / Udang Bela (Medium)

Size: Medium (30-38 pieces per kg)

Weight: 500grams x 2 packs

Origin: Straits of Malacca / West Coast Malaysia

NOTE:

1. Gutting & Scaling reduces gross weight by 10-15%.
2. Seafood is fresh and live, caught in the early morning direct from the boats, on day of delivery.
3. Prawns are cleaned, cut and hygienically packed prior to delivery.

The seafood catch daily is not guaranteed, hence item may be unavailable on the day of delivery to you.

# Task 10 - Product page

Change the titles of the tabs. No need ratings & Shipping & Returns tabs

The screenshot shows a product page for "Grey Prawns / Udang Bela (Medium)". The page includes the following details:

- Name: Grey Prawns / Udang Bela (Medium)
- Size: Medium (30-38 pieces per kg)
- Weight: 500grams x 2 packs
- Origin: Straits of Malacca / West Coast Malaysia

Below the tabs, there are two additional sections:

- Delivery Guide** (linked from the original 'Shipping & Returns' tab)
- Fresh Guarantee** (linked from the original 'Ratings' tab)

A large call-to-action button labeled "Click to relevant pages" is positioned between the tabs and the additional sections.

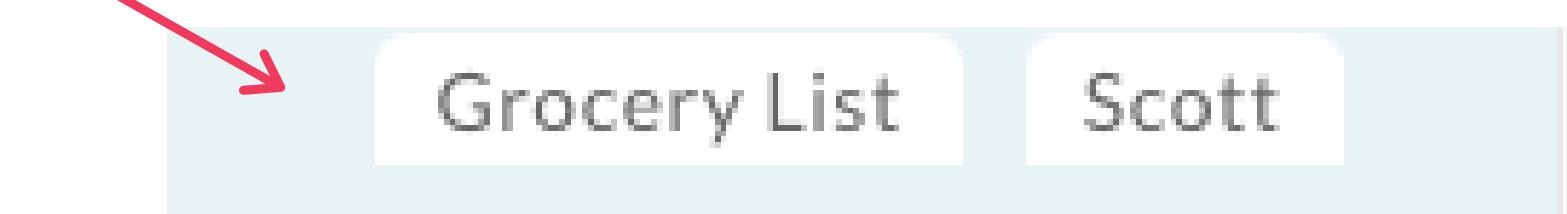
**NOTE:**

1. Gutting & Scaling reduces gross weight by 10-15%.
2. Seafood is fresh and live, caught in the early morning direct from the boats, on day of delivery.
3. Prawns are cleaned, cut and hygienically packed prior to delivery.

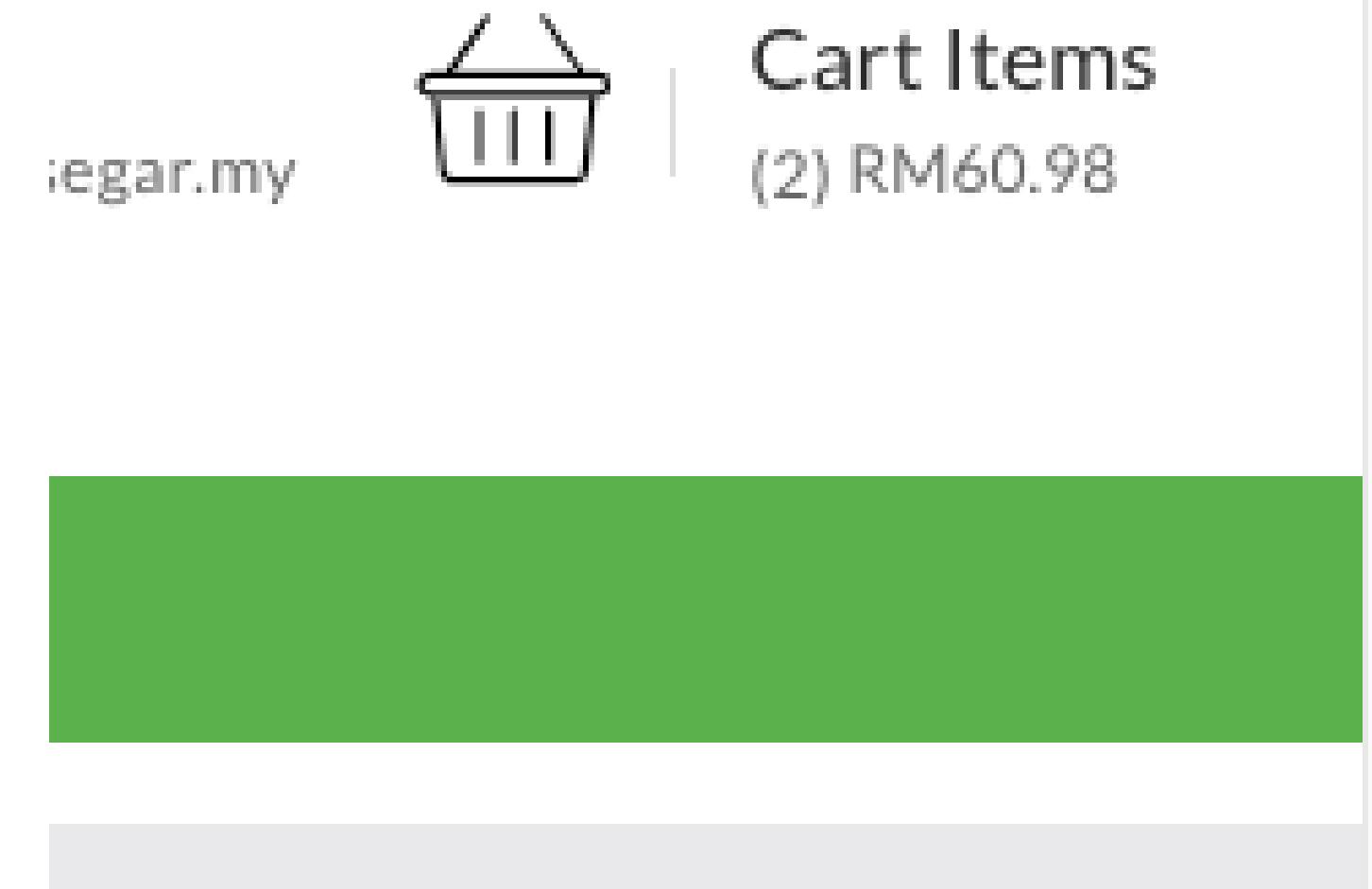
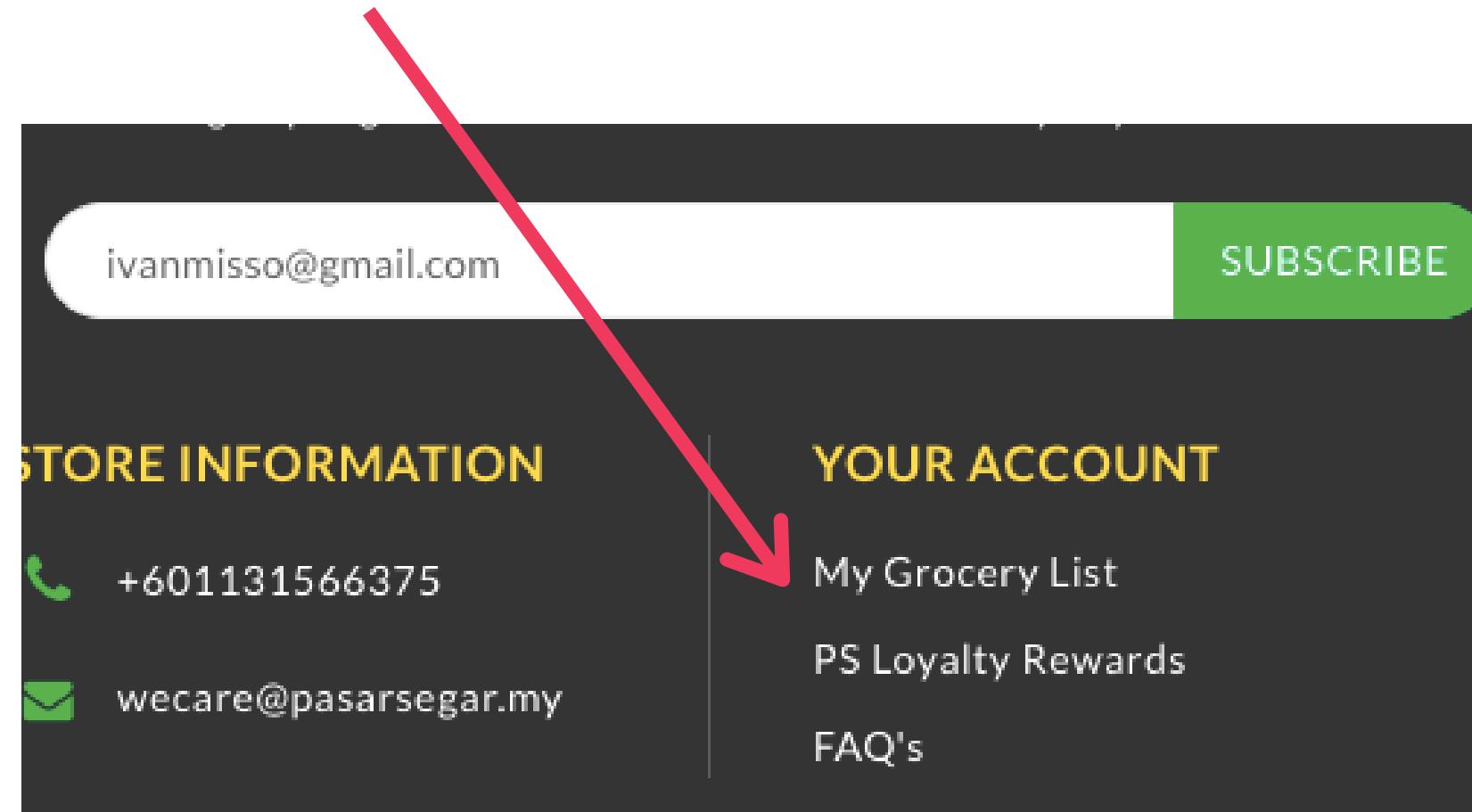
The seafood catch daily is not guaranteed, hence item may be unavailable on the day of delivery to you.

# Task 11 - Wishlist page - renamed - Grocery list

This link to grocery list (at header) is currently a 404 page - to link to our Grocery list

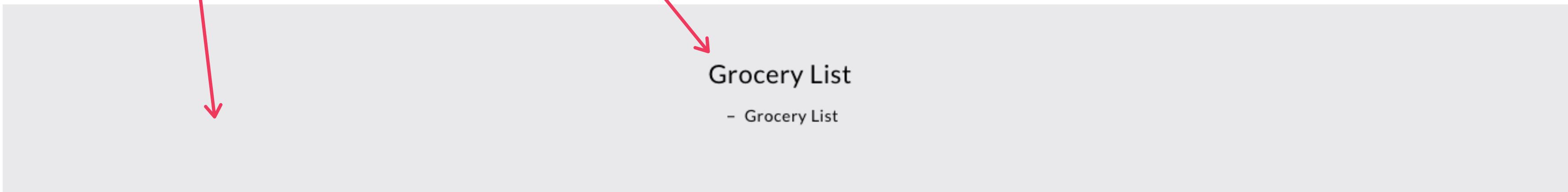


However, at the footer, the link to the grocery list works



# Task 12 - Wishlist page - renamed - Grocery list

Change category banner - dimension please let me know  
Language - Your Grocery List



Delete	Image	Product Name	Unit Price	Action
X		Beef Tenderloin / Daging Pinang (3KG)	RM115.50	<button>VIEW PRODUCT</button>
X		Red Tomatoes / Tomato Merah (500grams)	RM3.80	<button>VIEW PRODUCT</button>

# Task 13 - Wishlist page - renamed - Grocery list

See Next Page for Design

Redesign the table

Grocery List  
- Grocery List

Delete	Image	Product Name	Unit Price	Action
X		Beef Tenderloin / Daging Pinang (3KG)	RM115.50	<button>VIEW PRODUCT</button>
X		Red Tomatoes / Tomato Merah (500grams)	RM3.80	<button>VIEW PRODUCT</button>



## My Items

Promotion Price (use compare price, if any)



Potatoes / Ubi Kentang (1 Kg)

RM3.29

RM2.99

Save RM0.30

REMOVE FROM LIST

ADD TO BASKET

**Task 13 - Wishlist page - renamed - Grocery list**

CONTINUE SHOPPING

# Task 14 - Page Design - Contact Page

Change category banner - dimension please let me know



## GET IN TOUCH

We'd Love to Hear From You, So Lets Get In Touch!

### Address

12A, PJU 7/8B, Mutiara Damansara  
Malaysia

### Phone

+601131566375

### Email

wecare@pasarsegar.my

### Additional Information

We are open: Wednesday - Sunday,  
10AM - 7PM.  
We are closed on Monday & Tuesday.

### Social



# Task 15 - Page Design - Contact Page

## LEAVE US A MESSAGE

Every feedback allows us to get better for you.

Scott Misso

ivanmisso@gmail.com

+60146112260

your message

Set up a new contact us block - BELOW this block

SEE DESIGN NEXT PAGE

Link for this email goes to  
wecare@pasarsegar.my

SEND

Get your products discovered.  
Pasar Segar | The Fresh Market actively sources for new products.

# Task 15 - Page Design - Contact Page / Buyers & Suppliers

Get your products discovered.

Pasar Segar | The Fresh Market actively sources for new products.

Choose One:

I am a Farmer.

I have a Fishery.

I am a Wholesaler.

I want to buy wholesale.

I want to buy for my restaurant.

+60

I have read and I agree to the [terms of service](#) and [privacy policy](#)

Link for this email goes to  
[info@pasarsegar.my](mailto:info@pasarsegar.my)

**SEND**

# Page Design - About Us - Sequence

Banner - Our Vision

Vision

Mission



Banner - Our Story

Our story here

Banner - Our Core Value

Our core values here

Banner - Our Core Practises

Our core practises here

Banner - Our Process

Our process here

# Page Design - About Us - Sequence

No Banner - Just Heading - Our Fresh Guarantee (DONE)

Our Fresh Guarantee here (DONE)

No Banner - Just heading - Why Shop with Pasar Segar | The Fresh Market?  
Why Shop.. here

No banner / Just Heading  
Sliding Gallery of team members profile - up to 9 people

MEET THE TEAM  
The people behind the freshness.



< >

 <b>SCOTT ABDULLAH MISSO</b> Chief Executive Officer An seasoned entrepreneur who have been in the F&B, Retail, E-Commerce, Tourism and Logistics industries spanning over 24 years. <a href="#">LinkedIn</a>	 <b>MASTURA AHMAD</b> Chief Business Officer A veteran of the sales industry with over 15 years of selling with the knack of knowing when the eskimos need more ice. <a href="#">LinkedIn</a>	 <b>TARIQ FAKRI</b> Operations Manager An operational & mapping expert with a collective experience in the e-commerce and logistics sectors. He ensures that your delivery is on time. <a href="#">LinkedIn</a>
--	--	--

# Task 16 - Page Design - About Us

Change category banner - dimension please let me know

Language - About Us - only 1



# Task 17 - Page Design - Our Vision & Mission

Below - Continue ADD - OUR MISSION - within the same height of the right image

Push Higher

**OUR VISION**

For Community, For Nation.

To be a key change leader in empowering micro farmers and businesses with the expertise, knowledge, technology and opportunity to grow and sell local produce to the community.

For The Consumer Market.

To be the leading fresh and frozen food retailer (online and offline) in Malaysia, by developing and adopting new technologies, raising industry standards and broadening our expertise, with the aim to change the way we buy, eat and live.

**Our Mission**

To partner with micro-farmers and provide them with the access to industry knowledge, technology and expertise to produce, manage and sell agriculture produce for the local markets.

To reduce the use of non-recyclable plastics and encourage the use of environmentally friendly packaging in our businesses.

To keep expanding our knowledge and expertise, through active learning and sharing with industry experts worldwide.

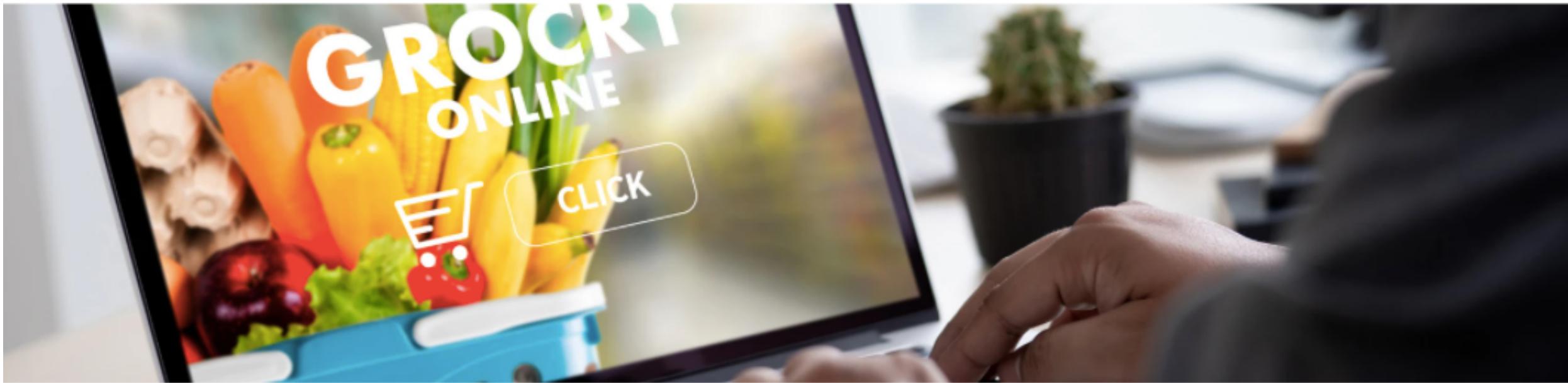
To work closely with industry agencies in Malaysia and International partners, to tap on potential markets and specialized industry programs.



# Task 18 - Page Design - Our Story

## Banner - Our Story

### Our Story



#### The Beginning

*The team at Pasar Segar, believes that fresh ingredients and quality food leads to a safe and nutritious meal.*

*Hence we seek the freshest produce at local fishery ports and farms across Malaysia and the world, and we stand by our rigorous quality regime and our absolute commitment to support our local farmers, without the extra middleman for handling.*

*We're more than just about proving fresh food. We aim to be a catalyst for change in the way we farm, produce and consume. After all, what we eat is what we are.*

Content is available

# Task 19 - Page Design - Our Core Values

## Banner - Our Core Values

### OUR CORE VALUES

As we carry out our business, we strive to build on our foundations and empower those around us to grow together.



#### Technology

To combine technology and industry know-how so that we can better our service and products.



#### Customer First

To maintain the highest level of service with our customers by constantly applying industry best practices.



#### Collaboration

To converge industry stakeholders for the purpose of knowledge sharing & collaboration.



#### Innovation

To learn and better ourselves so that we continue to innovate and evolve as an individual.

Content is available

# Task 20 - Page Design - Our Core Practises

## Banner - Our Core Practises

### OUR CORE PRACTISES

#### Food Safety

Advocating food safety by adhering to the industry best practices.



#### Learning & Innovating

Committed to learning and innovating in our business.



#### Business Conduct

Conducting all of our business with Integrity and Humility.

#### Responsibility

To uptake the responsibility to better ourselves for our family, company and industry.

Content is available

# Task 21 - Page Design - Our Processes

## Banner - Our Processes



### Supply Chain Management

Our business guarantees that only the freshest and finest products arrive at your kitchen. Regular import audits are conducted to ensure that best agricultural industry practices are adhered and there are no compromises in the quality of farming.

### Product Inspection & Traceability

Our produce is routinely inspected to identify and discard poor quality produce. All items are fully traceable in the event of complaints.

### Accountability of Product & Service

Our entire team is fully accountable and follows a comprehensive regime to ensure consistency on all levels. From sourcing to processing the produce, we carry out stringent sanitisation and hygiene processes.

### Cold Chain Logistics

We partner with a leading cold chain logistics company, GoFresh! Delivery to transport all of our produce.

**Content is available**

# Task 22 - Page Design - Our Fresh Guarantee - (DONE)

DONE

## OUR FRESH GUARANTEE

We know how busy families get these days, especially with this CoVid pandemic.

That's why our products are caught and farmed in the early morning, go through a sterile process to be washed, cleaned, cut and hygienically packed, to contain its freshness.

And we deliver your orders on the very same day.

Now that's our Fresh Guarantee!

I hope that what we bring to you, makes perfect sense for you and your loved ones and that you would enjoy the ease that comes with buying from Pasar Segar.



### CLEAN, CUT & PACKED

Our products are cleaned, cut and hygienically packed, to contain its freshness.



### DAILY CAUGHT OR HARVESTED

Our products are harvested in the early morning and brought to you the same day.



### FOOD SAFETY

We curate our products. And that means you know that it comes from a safe source.

Content is DONE

# Task 23 - Page Design - Why Shop....

No Banner - Just heading

## Why Shop at Pasar Segar?



Fresh From The Sea  
Guarantee



Hand Picked Harvest,  
Everyday



Widest Delivery Coverage  
K.L, Selangor, Nilai



Fastest Next Day Delivery  
in KL, Selangor



Safe Source And  
Sanitized Packing



Save More Dollars When  
You Buy More

Content is available

# Task 24 - Page Design - Meet The Team

No Banner - Just heading

## MEET THE TEAM

The people behind the freshness.



**SCOTT ABDULLAH MISSO**

*Chief Executive Officer*

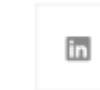
An seasoned entrepreneur who have been in the F&B, Retail, E-Commerce, Tourism and Logistics industries spanning over 24 years.



**MASTURA AHMAD**

*Chief Business Officer*

A veteran of the sales industry with over 15 years of selling with the knack of knowing when the eskimos need more ice.



**TARIQ FAKRI**

*Operations Manager*

An operational & mapping expert with a collective experience in the e-commerce and logistics sectors. He ensures that your delivery is on time.



Sliding Gallery of team members profile - up to 9 people  
NO SOCIAL MEDIA LINK REQUIRED

Content is available