**E-commerce Website Proposal**

Here's a proposal for your e-commerce website, outlining the key features and costs. We aim to deliver a user-friendly and efficient online store tailored to your needs.

**Features**

1. **User-Friendly Interface**

* Responsive Design: Ensures the site works well on desktops, tablets, and smartphones.
* Intuitive Navigation: Easy-to-use menus and search functions.

1. **Product Management**

* Product Catalog: Display of products with images, descriptions, prices, and categories.
* Inventory Management: Track stock levels and manage product availability.

1. **Shopping Cart & Checkout**

* Shopping Cart: Allows users to add products and review their selections.
* Secure Checkout: Multiple payment options (credit/debit cards, digital wallets).

1. **Payment Integration**

* Payment Gateway: Integration with third party payment gateways (e.g. RazorPay, PhonePe, PayTM).

1. **Shipping & Delivery**

* Shipping Options: Setup for various shipping methods and rates.
* Order Tracking: Allows customers to track their orders.

1. **Accounts & Wishlist**

* User Accounts: Option for customers to create accounts, view order history, and manage personal information.
* Wishlist: Allows users to save products they are interested in for future reference or purchase.

1. **SEO & Marketing**

* Basic SEO: Metadata, product descriptions, and keywords for better search engine ranking.

1. **Security**

* SSL Certificate: Encryption for secure transactions.
* Regular Backups: Scheduled backups to prevent data loss.

1. **Analytics & Reporting**

* Sales Reports: Track sales and revenue.
* Customer Insights: Analyse customer behaviour and purchase patterns.

**Development Costs**

1. **Design & Development**

* Basic Website Design: ₹8,000 - ₹10,000

1. **E-commerce Platform Setup**

* Basic Platform Configuration: ₹7,000 - ₹8,000

(Setting up store, product categories, and basic settings)

1. **Product Upload**

* Product Upload (Upto 50 products): ₹2,000 - ₹3,000

(₹100 - ₹200 per additional product - optional)

1. **Payment Gateway Integration**

* Payment Gateway Setup: ₹2,000 - ₹3,000

1. **Shipping Setup**

* Shipping Integration: ₹2,000 - ₹2,500

1. **Testing & QA**

* Basic Testing: ₹2,000

1. **SEO Setup (Basic)**

* Basic SEO Configuration: ₹2,000 - ₹2,500
* Email Marketing Configuration (optional): ₹1,500 - ₹2,000

1. **Maintenance & Support (Optional)**

* Ongoing Support: ₹1,500 - ₹2,500 per month

**Total Development Cost:** ₹25,000 - ₹30,000

**Platform Costs**

1. **WooCommerce + WordPress:**

* Domain Registration: ₹700 - ₹1,500 per year
* Web Hosting: ₹3,000 - ₹5,000 per year
* Premium Theme (optional): ₹3,000 - ₹7,000 - one-time

(may vary as per the selected theme)

1. **Shopify**:

* Shopify Basic Plan: ₹1,500 per **month**

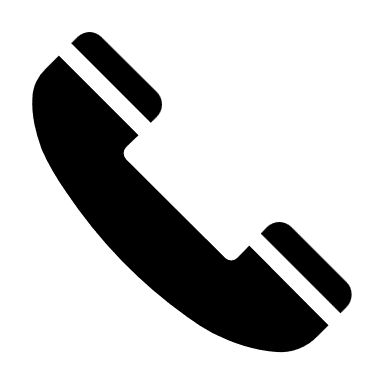
(Annual payment may offer discounts)

* Domain Purchase: ₹700 - ₹1,500 per year
* Premium Theme(optional): ₹5,000 - ₹10,000 - one-time

(may vary as per the selected theme)

Looking forward to working with you. Feel free to reach out with any questions.

Best,  
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