

Alohapearls Magento WebStore Development

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Client Details:

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INTRODUCTION:

Project scope entails for the development of Magento WebStore for Alohapearls using a readymade Magento 2.0 theme.

Further description of the project has been mentioned under the scope of work.

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OVERVIEW OF SYNAPSEINDIA:

SynapseIndia has been set up to fulfil the need for development of web applications and Internet solutions for businesses. Professional thoughts, ideas, planning and sincere efforts have all gone into the evolvement of SynapseIndia. After a careful study of the client's specific business requirements, we deliver quality solutions with speed and skills. This includes client/server applications. We take care of client needs even after the development of applications. The core businesses of the company are:

- Web designing and hosting
- Customized Web based applications
- E-business solutions
- Software (Application) development
- Corporate multimedia presentations.

We provide value to our customers by offering several benefits to them including speed to market, high quality people and processes, cutting edge technology expertise and a full service portfolio. Satisfied customers across the globe bear testimony to this.

The Team

The SynapseIndia team has been trained to work in co-ordination with clients whenever there is need for communication with regard to the specific application being developed. The work environment meets the highest standards as it has been evolved with expert advice. It has an experienced team of highly qualified professionals from reputed companies in Engineering & IT industries. We use proven techniques to ensure the timely completion of each project maintaining a high quality work.

The company has 500 people on its team. The manpower includes Project Managers, Programmers, Web Developers, Graphic Designers, Multimedia Programmer, Visualizers cum scriptwriters, Data Processors & Webmasters to take care of development work & the maintenance of projects. Besides this, there is a customer support/ relation executive and a strong dedicated team for marketing.

The Objective

Our objective is to develop and utilize innovative and creative products, services and concepts providing total communication and information solutions to individuals and organizations.

The Vision

We plan to build SynapseIndia into among the best-known organizations in terms of infrastructure and skills in the field of web solutions development. Everyone at SynapseIndia is committed to achieving this goal.

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Our Expertise

We possess the requisite skills for developing, testing and implementing solutions in terms of personnel and infrastructure. We have experts in different fields with a rich experience of quality work in their respective areas of skill. We have the infrastructure required for quality development work. We span the full software application development life cycle, from technical architecture and need analysis to software development and implementation, including professional software quality assurance, training and documentation services. We implement a powerful set of proven techniques that assure quality and confidence in the design, construction, and deployment of your business application.

Range of Services:

Web Programming

Application Development

- Desktop application
- o J2ME/MIDP applications
- o PDA applications

Web Designing **E-Commerce Solutions** Web Hosting Web Marketing

Multimedia Presentations

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Our Skillsets:

Operating Systems Linux, Free BSD, Windows 2012 Server

Databases
 Oracle, MS SQLServer, MySQL, Postgres

• Web Server RedHat Secure, Apache, IIS

• Web Development HTML5, JQuery, HTML, Dreamweaver, JavaScript,

Jscript, AJAX, XML, XSL

System Designing Rational Rose

UI Designing
 Adobe Photoshop, CorelDraw, Flash and Anipro for

2DAnimation, 3DMax and 3D Studio, Adobe

AfterEffects

Languages C#/VB.NET (.NET), Objective C, PHP

iOS (iPhone & iPad)
 Objective C

Android Java

Cross mobile application Adobe PhoneGap

Microsoft SharePoint SharePoint 2013, SharePoint 2010, MOSS 2007

CRM Microsoft Dynamics CRM, SugarCRM

















DEVELOPMENT PROCESS

The development process that we follow is in the line of the Waterfall approach. The development process follows six distinct steps. The process of design and solutions development works in tandem with a distinct process of communication with our clients. This helps us to create the best possible solutions in the shortest possible time for our clients.

- System Analysis & Evaluation: This stage essentially deals with understanding the scope of the project to the fullest. There is a detailed interaction with the client at this stage. We prefer that this be through chat instant messenger aol/icq/msn/yahoo etc. This usually answers most primary details, required to begin the project.
 - o Resource requirements
 - o Review business requirements
 - Assign resources, determine start date, duration, and major work components
 - o Develop schedule
- **Design:** Designing the architecture based on the requirements backed by concept inputs. The actual user-interface is developed at this stage. Parallelly the development team prepares the database structure for the project, the solution architecture, object oriented design, modules and interfaces.
 - o Develop data architecture (logical and physical data model)
 - Develop application architecture (objects/ modules groupings, internal & external interfaces, user views (screens))
 - Develop technology architecture
 - Define implementation strategy (impacts, risks, hardware/software, acquisition)
 - o Define conversion requirements
 - User interface design
 - o Database design
 - Base classes definition
- <u>Construct & Implementation:</u> At the implementation stage, we define the organization of the application and how it is to be developed. Subsystems are delineated and organized. Each developed component can then be tested and the results obtained from our different technical teams are then integrated into a final

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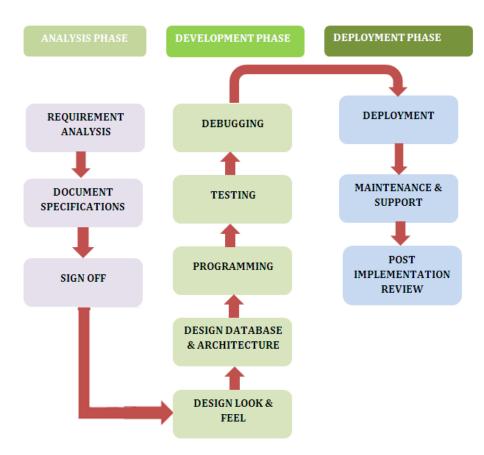




system. Throughout the implementation stage the application will be hosted on our internal servers.

- o Code programs/objects
- Conduct unit tests
- Match with specification
- o Integration of various modules and units
- <u>Beta testing:</u> Specially designed quality checks on individual components of the system, as well as on the integrated system ensure a high performance of the product. On-line beta testing completes this process. Test each software unit and database ensuring that it satisfies requirements
- Rectification: This stage involves minor changes and errors arrived at beta testing.
- <u>Delivery:</u> Delivery of the application after receiving client's approval. The application will be installed on the client server after project completion.

PROJECT DEVELOPMENT PROCESS



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CLIENT REVIEWS – Verified by Microsoft

Some selective client speaks – verified by Microsoft:

Impressed with the Sharepoint technical skills of SynapseIndia in Noida

5.0



REVIEWED BY: MichaelLarkin REVIEWED ON: 19-01-2012

PROS

We were very impressed with SynapseIndia's technical skills, collectively with their ability to listen and refine our vision into a sharepoint development targeted website. Working with SynapseIndia has been a tremendously positive experience. The successful designed website looks stunning and was given much concern even to the smallest detail. We were totally correct to go with SynapseIndia. The work involved in developing up a new business website was awesome. SynapseIndia delivered on their promises on scheduled timeframe and we are extremely happy.

PRICING:	••••
RESPONSIVENESS:	••••
CUSTOMER SERVICE:	••••
PRODUCT QUALITY:	••••
LEVEL OF EXPERTISE:	••••

CONS

Their services are not cheap, but quality obvisouly comes with a cost.

My experience with SynapseIndia

5.0 OVERALL RATING

REVIEWED BY: StefanJS REVIEWED ON: 13-01-2012

PROS

SynapseIndia's initial presentation was very proficient. We are happy with the skill and knowledge implemented on our project. They quickly answered all of our questions and exceeded our expectations by suggesting outstanding features which never crossed our mind. Our deadline was sharp and the requirement was complicated and they held the project on time. Thanks to the smart and professional developers.

PRICING:	
RESPONSIVENESS:	••••
CUSTOMER SERVICE:	••••
PRODUCT QUALITY:	••••
LEVEL OF EXPERTISE:	

CONS

Initially I was uneasy outsourcing the project to India and my belief was that I had to spend a great amount of time personally with the developer during the project procedure to overcome the language barrier, considering the complexity of the requirement. Surprisingly with SynapseIndia this does not turned out as a problem at all.

Synapselndia would be a great fit for our web app

5.0 OVERALL RATING

REVIEWED BY: John_Pinto REVIEWED ON: 13-04-2011

PROS

After a great deal of research, it seemed as though SynapseIndia would be a great fit for our web app, iphone app, and database project, and we couldn't have been more right in selecting them. Working with SynapseIndia was an incredible experience. The entire team was professional, timely, responsive and a pleasure to work with at all times. A special thank to the team for their leadership and many talents. Our many compliments can be validated by the fact that we have already signed up for three additional projects with the SynapseIndia team. We plan on a very long and prosperous partnership with this organization. They are consistently fair and work with your best interests in mind. We highly recommend.

PRICING:	••••
RESPONSIVENESS:	••••
CUSTOMER SERVICE:	••••
PRODUCT QUALITY:	••••
LEVEL OF EXPERTISE:	

CONS

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It has been a pleasure to work with SynapseIndia

5.0

OVERALL RATING

REVIEWED BY: deanmartin1

REVIEWED ON: 01-04-2011

PROS

It has been a pleasure to work with SynapseIndia over the past year and half. They have been extremely professional, honest and hardworking throughout the entire process of my site design and continued updates or modifications. Frankly, I would not trust our site to anyone else as the people that use our site for data services are very large corporations (some in the Fortune 10 group) and we never encountered an issue once we hired SynapseIndia with their team of qualified professionals.

PRICING:	••••
RESPONSIVENESS:	••••
CUSTOMER SERVICE:	••••
PRODUCT QUALITY:	••••
LEVEL OF EXPERTISE:	••••

CONS

I am based in the USA and tried several programmers here in the US but was only left with unsatisfactory work and a large bill. Synapse started from scratch, build our site and now maintains it. I like everything they did to my site.

One of the best providers we've worked with.

5.0

OVERALL RATING

OVERALL RATING

REVIEWED BY: ChrisBiber

REVIEWED ON: 25-03-2011

PROS

The team members at SynapseIndia are very professional in all their dealings and deliver quality work. We will definitely use them again in the future.

CONS

While the project has undergone multiple permutations and changes beyond their control, they have maintained a very high degree of dedication and continue to deliver timely results that respond to our requirements.

PRICING:	••••
RESPONSIVENESS:	••••
CUSTOMER SERVICE:	••••
PRODUCT QUALITY:	••••
LEVEL OF EXPERTISE:	••••

SynapseIndia is GREAT to work with.

REVIEWED BY: SpencerMoss REVIEWED ON: 17-03-2011

PROS

SynapseIndia is GREAT to work with. They were very responsive and willing to work with me to create the site I was visualizing. They have an attitude and I was always impressed with their work. I would recommend them to anyone looking to build a site and will use them in the future for adding functionality etc.

PRICING: RESPONSIVENESS: CUSTOMER SERVICE: PRODUCT QUALITY: LEVEL OF EXPERTISE:

CONS

Nothing in particular happened during my project, which I may suggest as I didn't like. Most of things went as we planned and agreed in the beginning. I would recommend SynapseIndia to anybody.

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PROPOSED PLATFORM

Development of the Alohapearls website will be done using Magento 2.0.

Scripting Language/ User Interface for Website	HTML and JavaScript
Browser	Latest stable version of Safari, Internet Explorer 10+, Chrome and Firefox for Desktop Windows compatible to design theme.
Back End Programming	Magento 2.0
Database	MySQL 5.x
Server	Red Hat Linux Enterprise

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Scope of Work:

Graphic Design:

Our team will work with you to understand your aesthetic and visual preferences and will accordingly suggest you a readymade theme for your perusal or you can forward us the theme of your choice and we will integrate the same accordingly.

Site front end:

- Home Page: Website will allow users to view home page.
- <u>Multilingual:</u> Website will allow the user to view the website in two language English and Italian.
- Newsletter: Website allow the user to sign up for a monthly newsletter by providing their email id
- **Testimonial Page:** Website allow the user to view testimonial on the website as the reviewed submitted by a user. We will be using the following extension
 - o https://landofcoder.com/testimonial-extension-for-magento2.html (\$69.99)
- <u>Static Page Creation:</u> Website will allow the user to view the static pages such as About Us, FAQs and privacy policy, terms and conditions for liability reasons w.r.t payment gateways.
- Search feature: Website will allow customer to search for the products using search box.
- <u>Login/Registration Page:</u> Website allow the user to login using their username and password. Website allow the new user to register on the website by providing their initial details such as name, email and password.
- <u>Change/Forgot password:</u> Website will allow registered customers to change their passwords and retrieve forgot password.
- <u>Account management:</u> Website will allow customer to manage their account details by editing the information entered by them during registration.
- <u>Order History:</u> Website will allow customers to review the details of the products that have been ordered by the customer.
- <u>View Products:</u> Website will allow customers to view the products listed on the site, the same will be listed in the left vertical menu.
- <u>Product Category:</u> Website will allow customers to browse through various product categories and sub-categories.
- <u>Product Detail page:</u> Website will allow customers to view the details of the product such as image, pricing, etc.
- Shopping cart: Website will allow customers to add products in the shopping cart.
- Website will allow customer to continue shopping and the products added earlier will be viewed by customer.
- Website will allow customer to save shopping cart. When user will login again can find the status same as the one added by the user in his/her session to the database.
- <u>Checkout page:</u> Website will allow customers to perform checkout by entering the details on the checkout page. Allow the user to process the payment using the default payment gateway integrated on the website.
- <u>Guest checkout</u>: Website will allow guest customer to purchase products from the site and they can login to check their order status (Order status module for guest customer).

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- Coupon code functionality: Website will allow the customer to apply the coupon code in the checkout process for getting discount on the ordered item if the coupon code has been provided by admin to customer or by promotion.
- **Shipping method**: Website will allow customers to process the order using the default shipping method integrated on the website.
- Tracking Order: Users are able to track the orders using the tracking id available outside the website.
- Wholesale Registration: Website allow the wholesale customers to enter their credentials and able to view the wholesale prices as manage by admin. Wholesale users can view these price rates while purchasing a good amount of quantity of products on the website. They can place their order on the website and the payment will be manage outside the website.
- **Affiliate Subscription:** Website allow the user to become an affiliate. We will be integrating the following extension for the implementation of affiliate.
 - o http://www.magestore.com/magento-2-affiliateplus.html (\$199.00)
- Captcha implementation: For eliminating spam, website will provide an option for entering captcha at the time of customer registration.
- Contact us: Website allow the user to view the information on their contact us page. A user can view multiple addresses of different location as managed by admin.
- **Theme Integration:** We will use the readymade theme as suggested and integrate the same as per requirement. Theme will be purchased and provided by client. There will be no customization on the design theme.
- Blog page: Website allow the user to view the blog which will redirect the user to a third party blog page. We will be using the following extension
 - o https://www.mageplaza.com/magento-2-blog-extension/ (Free)

Website Admin Features:

- **Login:** Allow admin to login using their username and password.
- Manage Product Categories: Website will allow admin to manage (add/delete/modify) product categories and product sub-categories on the site.
- Add Product Categories: Website will allow admin to add product categories and subcategories on the website.
- **View Stocks:** Website will allow admin to view the stock available of any product.
- Manage Products: Website will allow admin to manage (add/delete/modify) products on the site. On adding a product, admin would be able to enter product name, product description and will also be allowed for uploading an image with the product.
- Manage Product Prices: Website allow admin to manage the prices for product and the whole sale prices for products.
- **Related Products:** Website will allow admin to add related products in the store.
- Manage Customers: Website will allow admin to manage (add/delete/modify) registered customers. Allow admin to manage (add/delete/modify) whole sale customers' username/password.
- View Orders: Website will allow admin to view orders placed on the website.
- Manage Static page: Website will allow admin to manage content of static pages.
- Manage Order Reports: Website will allow admin to manage order reports. These reports will be based on order status as well as date wise filters as appear in Magento admin panel.

















- **Empty basket intact:** Allow the admin to aware of the partially completed basket and they can ask the client to complete their orders. We will be using the following extension:
 - https://amasty.com/abandoned-cart-email-for-magento-2.html (\$199.00)

Assumptions:

- The ready to use images and content will be provided by the client.
- Magento extensions will be purchased and provided by client. No customization will be performed on the extensions.
- Data Migration is not part of current phase.

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PROJECT TEAM

The team which will work on this project consists of:

Platform Manager Ashish Sharma Team Lead (Magento) Manoj Kumar Gupta

Santosh Kumar Magento Programmer

PROJECT SCHEDULE

The development time required for the project is 8 weeks.

The above is keeping in mind that there are no delays for content/communication etc. to be given by the client to us for the project. We would like to maintain regular communication with the client during the entire development period so that the client can see the development happening with sneak previews and assist us in whatever way they can.

















COST STATEMENT

Our Fixed cost for the project is USD 4,800.

PAYMENT TERMS

Our payment terms are:

- 25% to be paid in advance.
- 25% after the completion of 3 weeks from the date of commencement of the project.
- 25% after the completion of 5 weeks from the date of commencement of the project.
- 25% after the completion of the project.

IPR to all the work done would rest with us till the time final payments are made. On completion of the project, the source code of the website will be handed over to the client.

















TECHNICAL SUPPORT & TRAINING

The SynapseIndia team will provide training to the client team to operate and understand the application. The SynapseIndia team will also provide support for a period of 30 days after final delivery for any technical questions the client team may have.

QUALITY ASSURANCE

We are committed to providing quality services, developing and delivering quality products. Our goal is to build a product with zero defects. All components in this application will be built to meet or exceed the functional specifications approved by the client. We further warranty our products for a period of 30 days.

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Terms and Condition

- SynapseIndia will commence work on the Project on receipt of a signed copy of the 'Proposal Acceptance Form'. Completion of the work will then be carried out within the proposed schedule. This will be dependent on the Client providing content/information for the Project and failure by the Client to provide content/information within the agreed time period will result in the Project being re-scheduled. All work on the Project will be done from SynapseIndia offices in India.
- SynapseIndia shall not be held liable to any person/entity who may suffer or claim to suffer loss or damage arising out of the use of any 2. information supplied by the Client and contained on the Client's website.
- All content for the Project to be provided by the Client. All the images and text used by SynapseIndia on the Client's website would be for 3 placeholder purposes only and shall be replaced upon receipt of the actual content as provided by the Client.
- SynapseIndia will not be responsible for any deficiency in the services that is due to incorrect or inaccurate information or materials supplied by the client, or client1s failure to provide all the information and materials required.
- 5. Credits will be mentioned on the website/application for development work by SynapseIndia.
- The Client grants SynapseIndia the right to reference their company and website as a Client. The Client also guarantees SynapseIndia limited rights of copyright necessary to reproduce and display Client web pages electronically via the World Wide Web or as demonstrations and examples of SynapseIndia's design and work.
- 7. The estimates provided in the proposal are based on the requirements specified in the document. Any change in the requirements or delays in communication will have a direct impact on the cost of the Project, which will be calculated and invoiced by SynapseIndia on the
- 8 Email communication with SynapseIndia would ONLY be via official email addresses of SynapseIndia.
- The Client will not initiate any direct contact or communication (including but not limited to emails, social networking websites such as 9. LinkedIn, Facebook, etc.) with employees or ex-employees of SynapseIndia during or after the completion of the Project for any purpose not directly related with the Project, without prior written consent from SynapseIndia.
- 10. The Client will not offer any employment or similar offer to any of the employees of SynapseIndia or consultants or associates of SynapseIndia during or after completion of the Project.
- 11. The Client agrees that this document and its contents are a true and complete representation of the terms and conditions of the entire Project. Any other discussions on any public or private forums but not mentioned in this document are not part of the terms and conditions of the Project or the Project itself. Any additional design or development work will be considered as a changed order as may be mutually
- 12. A valid cancellation will take place if the same is communicated in writing (bearing the authorized signature of Client) and is mutually agreed upon; or if full and final payment has been received by SynapseIndia with respect to the Project. In the absence of a valid cancellation or reversal of payment/refunds, the intellectual property rights to the Project would rest with SynapseIndia.
- 13. The Project will be deemed to have been cancelled by Client if, during the course of the Project, no communication is received by SynapseIndia for seven consecutive days. This pertains to messages (electronic mail) or communication sent by SynapseIndia requiring Client feedback or inputs. The Client agree that not sending a response to queries for seven consecutive days will affect the course of the Project and cost SynapseIndia for this idle time of its personnel and resources. Full payment with respect to the Project will thus be due immediately without recourse to the Client for any remedies or to any further work by SynapseIndia.
- 14. All third-party services/tools required for the Project are to be provided by the Client. These include but are not limited to the payment gateway, any mobile/SMS gateway, SSL certificates, Zip code databases, Web hosting together with the required environment/deployment tools. If any negotiations are required with these third-party service providers, they will be undertaken directly by the Client. If client wants SynapseIndia to communicate with these third parties directly, it would be done on a paid basis.
- 15. Any dispute arising in this contract or project shall be addressed by sending an email to Legal@synapseindia.com.
- 16. Limitation of liability Our liability under this agreement, or in tort (including but not limited to negligence), under statute or any other basis shall be limited as follows:
 - SynapseIndia will not be liable for any, indirect, special, economic or consequential loss or damage arising out of or relating to this agreement including without limitation, third party claims, lost revenue, loss of business profits, business interruption, loss of business information, data, good will, bargain, opportunities or other pecuniary loss, loss of anticipated savings incurred or suffered, whether caused by breach, negligence, employee or agent, or otherwise and whether SynapseIndia was aware or should have been aware of the possibility of such loss or damage. This clause prevails over any other clause in this agreement.
- The SynapseIndia team will provide support for a period of 30 days after final delivery for any technical questions that the Client may have. 17.
- On the agreed milestones the Client will be invoiced for the agreed fees as detailed in the Proposal. Settlement of the fees will be required within three business days from the date of the invoice.
- 19. In case any invoice made to a Client is overdue for more than ten days, Synapselndia reserves the right to stop work without any further communication.
- SynapseIndia sends all invoices via electronic mail only and all invoices are due immediately on presentation. The Project will be deemed to have been cancelled by the Client if any invoice is due for more than 14 days after presentation to the Client. This however does not mean that SynapseIndia accepts Net 14 or similar terms of payments. Full payment with respect to the Project will thus be due immediately without recourse to the Client for any remedies or to any further work or handover of any work done by SynapseIndia. In the event of outstanding payments due to SynapseIndia, SynapseIndia retains the right - acknowledged and accepted by the Client - to add 15% of the total outstanding payment towards a Collection Fee. This Collection Fee shall be payable if the payments to SynapseIndia are outstanding on the invoice by SynapseIndia. In addition to the Collection Fee, if payments to SynapseIndia are outstanding on invoice by SynapseIndia, the Client would also be liable to pay interest at the rate of 12% per annum from the date of presentation of invoice.
- 21. The Project will be developed on the current versions of the proposed platform/database/application/environment. Any future/earlier versions of these are not supported in the purview of this Project scope.
- At no time will the total hours put in by any resource on the Project exceed 160 hours per month. 22.
- 23. Neither Party shall be liable for any failure to perform its obligations where such failure is as a result of Force majeure conditions.
- 24. On Project completion, SynapseIndia will release the project files (in zipped format) to client as part of deliverables. Setup cost if any will be
- If any period is referred to in this Agreement by way of reference to number of days or weeks or months or any other intervals, the period would mean business days, business weeks, business months and such.

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- 26. Free hosting package (if availed) will be valid for 3 months from the end date of the project which is defined in proposal. In case, Client doesn't want to retain the hosting services, SynapseIndia will deliver the project files (in zipped format) to client.
- 27. Google, Facebook, Twitter, LinkedIn and any 3rd party software providers: Google Maps, Google Analytics and any associated content and software are owned by Google. By using Google Maps and/or Google Analytics in the software solution provided by SynapseIndia to you, whether as a result of your instructions or by nature of the services we offer you that you decide to take up, you are by implication agreeing with Google's Terms of Service and entering into a license agreement with Google. This clause serves as fair notice that Google reserve the right to change and update their Terms of Service and licensing arrangements at their sole discretion, including charging you for their service. We will use our best endeavors to ensure that you are informed of any such changes within a reasonable timeframe as and when such changes occur, however no guarantees whatsoever are provided by SynapseIndia to you regarding the ongoing availability, cost, usability, suitability or any other aspect of the terms of service of Google and its related products and entities. This clause and all of the intent, terms, conditions and detail outlined in this clause also apply to Facebook, Twitter, LinkedIn and any 3rd party software provider that we use in your project under instruction.

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ACCEPTANCE OF PROPOSAL

I have gone through the proposal for the project "Alohapearls Magento WebStore Development" Version 1.0 valued at USD 4,800 from pages 1 to 18 and confirm the proposal.

Accepted by:		
Signature		
Name		
Address		
Telephone		_
Fax		
IM ids		
Best time to contact		
Timezone		
Date		
(Please sign in the space provided above and return a copy by fax to acknowledge your acceptance of the project proposal.)		

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