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PROJECT

PROPOSAL

Project ID #BSS192008

App Development

Prepared for
Ecommerce Website

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Proposal prepared on:
16.02.2019

Proposal expires on:
16.03.2019

Statement of Confidentiality

The undersigned reader of Business Proposal hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business proposal without the express written consent of Aylin Global

Dear Mr. Shahil,

Greetings! **Backstage Supporters Private Limited** is an expert in web and android development and would love to have the opportunity to discuss your project with you.

We believe our skills are a match for your project. We have a good grasp of working with PHP, Android and iOS and would be easily able to achieve the task; building your current application into the native android studio framework.

We have completed major up-work tests in the area of the android development, and have passed in all of them, which reflects on the above statement.

We believe communication is the key to any successful project, and would like to start things off on the right foot but suggesting we schedule a meeting to discuss the project further. This will enable us to make sure we communicate well and that both parties are completely comfortable with the scope of the project.

Thank you for your time and consideration.

Sincerely,

Shashank Shekhar

1.0 INTRODUCTION

Thank you for your interest in partnering with **Backstage Supporters Pvt Ltd** for your android development project. With well over 100,000 firm's offering android development services, we know how challenging it can be to find the right agency for your development needs.

At **Backstage Supporters Pvt Ltd**, we hold one goal above all others: 100% client satisfaction. Our in-house team of developers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

We've built websites and applications for several brands around the world with great success, and are quite excited to get to work on yours.

In this proposal, you'll find optimal solution for your website/Apps development needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval.

Thanks again for the opportunity to earn your business!

Shashank Shekhar

Director, Backstage Supporters Pvt Ltd
+91 9560755823
shashankshekhar5823@gmail.com | shashank@backstagesupporters.com

1.2 Executive Summary

Miaenterprises requires a full Website/Apps to help members of his company do the Educational Institute business. This application will be integrated with the **Ecommerce Website** to allow your users to use the services to build brand awareness and authority.

Backstage Supporters Pvt Ltd is uniquely qualified to build the application that you desire, due to our in-house team of designers, writers, and developers, and our experience working with clients in **IT Industry.**

1.3 Solution Outline

Backstage Supporters Pvt Ltd will build your application using the **Laravel (PHP) & android studio (Java)**. **PHP** is used by more than a million brands around the world, and is known for its ease of use, security, and scalability. **PHP/Android** will allow you to do the following once your website is launched:

- Create Flexible UI for the application
- Integrate with API of Stock Market.
- Integrate with analytics software to track page and site performance
- Ability to integrate new features

We propose that your site to be hosted suitable to your business. This will ensure that your business purpose that website/Apps is capable of supporting a high volume of traffic while remaining protected from malicious entities.

1.3.1 Site Structure

Your website will have the following structure, layout & design:

Site and Content Structure	Information Retrieval
Disclaimer	Client
Privacy Policy	Client
About	Client
Contact	Client
Advertise With Us	Client
Refund Policy	Client
Source Code/ API	Service Provider
Layout Design	Service Provider

1.3.2 Site Integrations

Backstage Supporters Pvt Ltd will provide services in following category:

Backend: Laravel(PHP)
Frontend: Laravel(PHP)

These integrations will allow you to use your application widely and have robust and efficient features to be used as a profitable marketing tool which helps you generate new revenue for your business.

1.3.3 Additional Features

Based on previous discussions regarding your goals and expectations, your website will have the following additional features:

Following features cover the generic features of the website. Kindly review the mentioned features and let us know if you have any suggestion.

Login Activity

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1. **Member Login**
2. **Forgot Password**
3. **New User Registration**
   3.1. Display Registration form *(On submit mail goes to admin)*

Front End

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1. **Home Page**
   1.1. Display Image slider (4-5 images managed through backend). We can change the banner whenever it is required.
   1.2. Display Products categories & Subcategories *(navigate to product catalog page on click)*
   1.3. Display Featured Products thumbnail images *(navigate to product portfolio page on click)*
   1.4. Display New Products with thumbnail image (navigate to product portfolio page on click)
   1.5. Display product search box *(Auto fill, navigate to search result page – based on keyword*
   1.6. **Browse Products**
      1.6.1. Browse products by category, sub category
      1.6.2. Display the product in tabular format.
   1.7. Social media links (Facebook, Twitter & LinkedIn)
   1.8. Newsletter Subscription
   1.9. Display Client Testimonials
   1.10.   Live chat

2. **Display Static Pages**
   2.1. About us
   2.2. FAQ
   2.3. Return Policy
   2.4. Privacy Policy

2.5. Shipping Policy

2.6. Terms & Conditions

2.7. Customer Service

2.8. Links for other products etc.

3. Display Product Catalog *(contain Product details & Images)*

3.1. View categories and Sub Categories.

3.2. Display Product Listing & details *(in tabular format)*

3.3. Display Product thumb images *(navigate to product portfolio Page)*

3.4. Display Product Price

3.5. Add to Cart

3.6. Display Product Filter (Color, Price etc.)

3.7. Product Sorting (By Price, Name & Rating)

3.8. Display Ratings & Number of Reviews

3.9. Display pagination

4. Display Search Result Page

4.1. Display Product Listing & details (in tabular format)

4.2. 2. Display Product thumb images (navigate to product portfolio Page)

4.3. Display Product Price

4.4. Add to Cart

4.5. Display Product Filter (Color, Price etc.)

4.6. Product Sorting (By Price, Name & Rating)

4.7. Display pagination

5. Product Portfolio Page

5.1. Display Product Name

5.2. Display Multiple Product Images *(on click open image in light box)*

5.3. Image Zoom Functionality

5.4. Display Description, Specifications

5.5. Display Price

5.6. Select size

5.7. Option to add to cart

5.8. Share on Social Media (Through Share This)

5.9. Display Customer who bought this also purchased

6. Cart Page

6.1. Display products

6.2. Ability to manage product

6.3. Display amount

6.4. Proceed to checkout

7. Checkout Page

7.1. Ability to add billing address & shipping Address

7.2. Ability to select shipping method

7.3. Ability to select payment method (API has to be provided by client)

7.4. Ability to review order

7.5. Proceed to payment gateway

7.6. Display Confirmation message

8. Footer

8.1. Display Quick links

8.2. Display Copyright Details

9. Contact us

9.1. Display contact information

9.2. Display contact form *(on submit mail goes to admin)*

1. Ability to Manage Account
   1.1. Manage account setting
   1.2. Manage account password
   1.3. Retrieve password

2. My orders
   2.1. Display orders
   2.2. Display order status

1. Manage User Account
   1.1. Create/Delete Account
   1.2. Manage account details

2. Ability to Manage Product
   2.1. Add/Delete Product
   2.2. Manage product detail
   2.3. Manage product images
   2.4. Manage price
   2.5. Manage offer price – deals
   2.6. Manage product review & rating
   2.7. Manage inventory

3. Manage Discount Coupons
   3.1. Manage coupons
   3.2. Manage coupon details

4. Manage Orders
   4.1. Ability to view orders
   4.2. Ability to view order detail
   4.3. Ability to manage order status
   4.4. Ability to view invoices
   4.5. Ability to Search orders

5. Manage Transactions
   5.1. View Transaction Details

6. Manage CMS pages (about us, FAQ etc)
   6.1. Manage content
   6.2. Ability to add/delete images

7. Manage categories
   7.1. Manage categories
   7.2. Manage sub categories

8. Manage testimonial
    8.1. Add/Delete testimonial

9. Manage Newsletter
    9.1. Manage subscribers
    9.2. Manage Templates

10. Manage Reports
    10.1.   View/download sales report

11. Manage Inventory
    11.1.   View/Download product stock information
    11.2.   Edit Quantity and Status of products
    11.3.   Upload the products in bulk with CSV/Excel

Other

1. Payment gateway integration
    1.1. PayU

2. Share on social media
    2.1. Facebook
    2.2. Twitter

3. Newsletter

4. Facebook like

5. Email Notification
    5.1. New User Registration
    5.2. Forgot Password
    5.3. New Order Mail

1.4 Execution Timeline

The following table details our projected execution timeline for your website development project:-

Stage	Completion Time
Project Kick off Meeting	18.02.19
Initial Design Frame	1 Week
UI	2 Week
Internal Integration/Development	3 Week
External Integration/Development	3 Week
Data Structure	1 Week
Testing	1 Week
Website/Apps Launch	2-3 Days

Disclaimer: The dates in the table above are estimates based on our experience with similar development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.

1.4.1 Project Costs

The table below details the costs associated with this project. Invoices will be sent to Miaenterpriseson the dates indicated below, are payable via online or net banking, and are due on a net-30 basis.

Description	Quantity	Price (in INR)	Subtotal (in INR)
Designing: (Wire framing, Layout Customisation, Color Codes etc)	1	10,000	10,000
Development internal and External	1	25,000	25,000
Setup Deployment, SSL, Testing, CI/CD	1	35,000	35,000
	Total Amount = 35,000		

1.5 Terms of Agreement

1.5.1 Authorization

Miaenterprisesis engaging **Backstage Supporters Private Limited**, as an independent contractor for the specific project outlined below:

Miaenterprisesapp development, deployment, hosting, & support.

1.5.2 Completion

Backstage Supporters Private Limited, and **Miaenterprises**must work together to complete the project in a timely manner. **Backstage Supporters Pvt Ltd** agrees to work expeditiously to complete the project no later than 3 months from start date (depending on date of acceptance of agreement)

1.5.3 Payment

Fees to **Backstage Supporters Pvt Ltd** are due in accordance with the above listed pricing table. Fees for monthly services will be invoices on the 1st business day of each calendar month, and are due on a net-30 basis. All payments will be made in **INR.**

1.5.4 Assignment of Project

Backstage Supporters Pvt Ltd reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

1.5.5 Revision During Execution

Miaenterprisesmay be charged additional fees if it decides to make changes to the agreed upon project scope and objectives.

1.6 Legal & License

Backstage Supporters Pvt Ltd warrants that the functionality contained in this project will meet **Miaenterprises**requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with **Miaenterprises**. In no event will **Backstage Supporters Pvt Ltd** be liable to **Miaenterprises**or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate the website, even if **Backstage Supporters Pvt Ltd** has been advised of the possibility of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

1.6.1 Copyrights & Trademarks

Miaenterprisesrepresents to **Backstage Supporters Pvt Ltd** and unconditionally guarantees that any elements furnished to **Backstage Supporters Private Limited**. For inclusion in the project are owned by
Miaenterprises, or that **Miaenterprises**has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend **Backstage Supporters Pvt Ltd** and its subcontractors from any claim or suit arising from the use of such elements furnished by **Miaenterprises.**

1.6.2 Copyright to Project

Backstage Supporters Pvt Ltd guarantees that all aspects of design and construction of the project will be disclosed to **Miaenterprises** upon completion, and full code, copyrights and ownership will be the sole property of **Miaenterprises**. **Backstage Supporters Pvt Ltd** retains the right to display graphics and other design elements as examples of its work in its portfolio.

1.7 Sole Agreement

The agreement contained in this Contract constitutes the sole agreement between **Backstage Supporters Pvt Ltd** and **Miaenterprises** regarding this project. Any additional work not specified in this contract must be authorised by a written change order. All prices specified in this contract will be honoured for three (3) months after both parties sign this contract. Continued services after that time will require a new agreement.

1.8 ACCEPTANCE

I agree with the above terms & conditions please precede the work as soon as you receive the first instalment.

1.8.1 MiaenterprisesACCEPTANCE

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Miaenterprises

Date : 15/02/19

BACKSTAGE SUPPORTERS PVT LTD ACCEPTANCE

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Shashank Shekhar
Director

Date: 18/02/19