Technical Document – Annexure I

of

Marketplace Website

Contents

Annexure I

1. Project Overview

✓ Business Need

The client wants to develop an information website as a marketplace for buying and selling companies which can provide comprehensive information about each listed company including its category, industry analysis, and region.

✓ Solution Suggested

As a solution we are suggesting to develop the website on word Press that will give its cPanel to the client.

✓ Stakeholders

Actor	Task
Buyers	Buyers, who can get the information about the companies and make a request to buy them by filling the require details about themselves.
Sellers	Sellers can post their company for selling and the platform will help them to give a section to advertise the company.
Admin	Admin will manage the website from backend

✓ Project Scope and Development Deliverables

This project scope comprises of the following components to deliver:

- Development of Website for end users (WordPress)

2. Features and Scope of Work

2.1. User Flow of Website

➢ **Header**

The header section of the website will contains the following and it will acts as the first point of interaction, offering users a quick overview and facilitating easy navigation to various sections of the site.

- Logo
- Company Information
- Navigation menu
  - o Home Page
  - o Marketplace
  - o Services
  - o About us
  - o Articles/ To know
  - o CTAs
    - ▪ Contact us
    - ▪ Others

➢ **Footer**

The website footer will located at the bottom of a web page and typically contains essential links, copyright information, and contact details of the company.

- Company details
  - o Name
  - o Address
  - o Contact
- Quick links
  - o About us
  - o Privacy Policy
- Social media links (If any)

- ➢ **Home Page/logo**

  - • **Banner section**

    - o The top section of the page can feature a headline, subhead line, a call-to-action (CTA) button, and compelling visuals (images, videos, or sliders).

  - • **Hero section**

    - o The hero section will conveys the core message of the brand and letting visitors know what the website or business is about.

  - • **Call-to-action**

    - o Contact Now

  - • **Services offered section**

    - o This section will give the key reference of services with images, brief descriptions, and CTAs for further exploration.

  - • **Articles / To know Section**

    - o The section will give a highlights to the articles presented on the platform.

- ➢ **Marketplace Page**

  The Marketplace page will serve as a virtual space where buyers and sellers can search and post their companies for advertising on the platform. It will also allow buyers to browse through current advertisements of companies available for sale, making it easier for them to find suitable options.

  Additionally, the platform will allow for sellers to showcase their companies and attract potential buyers.

  Users can apply the following filters to find the suitable company for themselves.

  - • Category
  - • Industry
  - • Region
  - • Min Price
  - • Max Price

➢ **About us**

The about us page will offers a concise presentation of key information about the platform and business. It includes details such as the business's approach, experts, partners and frequently asked questions.

- About us page will divided in to these different pages or section.
  - o Our Approach
  - o Experts
  - o Partners
  - o Frequently asked questions

➢ **Services Page**

The page will outlines the primary offerings or key areas of expertise and services provided by the platform.

- Modules
- Sell Company
- Buy Company

➢ **Articles/To know**

The section provide the information where users can access articles and guides that offer valuable insights and tips on the buying or selling process helping them make informed decisions.

➢ **CTAs – Contact Forms**

Contact forms section will help the users to reach out to the support team and they can fill the details send them to the team for further processes.

2.2. Features for Website

➢ **Content Management System**
- Word press will provide its own CMS that enables effortless content updates and modifications, empowering administrators to manage and refresh website content efficiently without requiring advanced technical expertise.

➢ **Search and Filter Functionality**
- The inclusion of a search bar facilitates quick and efficient navigation for users, enabling them to find specific content in to the website

- Filters will help the users to find the specific types of companies they are interested in buying. These filters can be customized based on various criteria such as industry, region, and financial performance.

➢ **Loading Speed Optimization**
- Optimal media handling involves the careful optimization of images and videos, ensuring faster loading times.
- By implementing the loading speed optimization techniques, websites will deliver a faster, more responsive, and enjoyable experience for users.

➢ **Contact Forms**
- The feature will help the users to make the contact with the admin team to get immediate assistance regarding their issues.

2.3. Administrator Web Panel

The back end of the platform will be power packed with an administrative panel to manage the updates of data at the application level, website level and as well as back end. Following would be the key functionalities:

➢ **Login**
Admin will be able to login using username & password.

> **Dashboard**

The dashboard will provide valuable insights, ease of navigation, and efficient management of the platform.

- o Site Overview
- o Recent Activity
- o Analytics Integration
- o Customization and Appearance

> **Content/Page Management**

The admin will have various functionalities to manage and control the website's content, and overall functionality.

- o Manage Section wise content
- o FAQ's Management
- o Contact information
- o About us
- o Others
- o Admin will be able to manage (Add/View/Edit) the static contents.

> **Logout**

The section allow the admin to logout form the platform.

NOTE- Client must provide all the 3ʳᵈ Party plugins or APIs required for the development of the website.

3. Project Management

Before Project is awarded			
Business Analysis	**Project Management / Software Development**	**Business Development / Sales**	**Accounting**
1. Project Identify / Analysis 2. Develop one-page proposal overview 3. Create project management overview 4. Moreno Nolo assigned to business manager GBM *GBM: Global Business Manager*	5. Project Evaluation by technical teams 6. Introduction call 1 on 1 interaction with Moreno Nolo 7. System appropriate services determined 8. Requirements / System application architecting 9. Project needs analysis 10. Detailed proposal development 11. Cost and Time effort estimation	12. Introduction call 13. Deliverables discussed with Moreno Nolo 14. Milestones discussed 15. Project success discussed 16. Future growth alignment 17. Detailed proposal provided 18. Payment instructions	19. Invoice submitted to Moreno Nolo 20. Payment received 21. Payment confirmation sent to Moreno Nolo 22. Account forwarded to PM

After Project is awarded			
Phase 1	**Phase 2**	**Phase 3**	**Phase 4**
1. Project manager assigned 2. Project initiation/ introduction call 3. Online project profile created 4. Weekly project meetings scheduled 5. Reporting formats explained to Moreno	6. Design, Development / technical teams assigned 7. Project start 8. Moreno Nolo feedback on weekly 9. Weekly project feedback session- 30 min 10. Reports available on-line 11. Online Rebel catering access of PM system application	12. Testing / Quality Assurance 13. Live server testing 14. Final bugs issues fixed 15. Campaign completed	16. Periodic project maintenance 17. Data backups 18. Web site – System application upgrades 19. On line marketing ** Optional

4. Proposed Team of Project

The proposed team to achieve the deliverables comprising of 40 hrs./week is as follows

Designation	Availability
Project Manager	Part Time
Project Expert	Part Time
Designers	Full Time
Developers	Full Time
Quality Analyst	Full Time

IN WITNESS WHEREOF, both parties here have to agree the finalized scope for this project as of the date.

For: Moreno Nolo   **For: WebMobril Inc.**

Signature: Signature:

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