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**By:**

Shubh Khatri  
+91-7089983626

[shubh12khatri@gmail.com](mailto:shubh12khatri@gmail.com)

**Prepared for:**

Fatema Ali  
Swimdays

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## Scope of Work

### 1. Shopify Store Setup & Configuration

- **Platform Setup:** Account creation, domain connection, and SSL security setup.
- **Commerce Configuration:** Shipping zones (Domestic/International), tax rules, and payment gateway integration (Razorpay/Stripe/Shopify Payments).
- **Legal & Policy:** Standard Terms of Service, Privacy Policy, and Return Policy pages.

### 2. Design & Frontend Development (Theme Customisation)

- **Visual Identity:** Implementation of the brand guide (Colors, Fonts, Primary & Secondary Logos).
- **Homepage:** A minimal, editorial-style homepage with a primary Call-to-Action.
- **The Catalog Experience:** A dedicated visual gallery page showcasing the resort wear lifestyle with "Shop This Look" overlays, seamlessly linking to products.
- **Product Page Customisation:** Specialised layout to highlight hand embroidery details (zoom capabilities) and a **prominent, visual size guide** for modest fit—reducing returns and building trust.
- **Mobile Optimisation:** Ensuring the site looks perfect on phones (where 80% of fashion traffic comes from).
- **Instagram Integration:** Embedded feed section from `@swimdays.official` to build social proof.

### 3. Product Management (12 SKUs)

- Upload of the initial 12 products with high-resolution imagery.

- Setup of variants (Sizes/Colors).
- SEO tagging for "Modest Swimwear" and "Artisanal Beachwear" keywords.

## 4. Reviews & Trust Building

- **Reviews App Setup:** Installation and configuration of a product reviews app (e.g., Judge.me or Loox) for customer testimonials.
- **Testimonials Section:** Dedicated section on homepage/product pages to showcase customer reviews.

## 5. Launch Support & Maintenance

- **Testing:** Checkout process testing and mobile responsiveness check.
- **Handover:** 60-minute walkthrough on managing orders and updating inventory.
- **Ongoing Maintenance:** 21 days of post-launch support including bug fixes, minor content updates, and technical assistance.

## 6. Investment Breakdown (by Scope)

Service Component	Allocation
<b>Store Setup &amp; Configuration</b> (Domain, Payments, Legal, Shipping)	₹3,000
<b>Design &amp; Theme Customisation</b> (Lookbook UI, Mobile Opt, Branding)	₹10,000
<b>Product Management (12 SKUs)</b> (Uploads, Variants, SEO Tagging)	₹4,000
<b>Launch Support &amp; Training</b> (Testing, Handover, 21-Day Maintenance)	₹3,000
<b>Total Investment</b>	<b>₹20,000 INR</b>

## Technical Approach Options

### Option A: Shopify Native Storefront (*Recommended*)

The industry standard for fashion brands. We build the site using Shopify's native language (Liquid) tailored to your brand.

- **Pros:** Extremely stable, works seamlessly with all Shopify Apps (Reviews, Size Guides),

and allows you to easily edit text/images yourself in the future.

- **Best for:** Launching quickly with a robust, low-maintenance foundation.

## Option B: Headless Architecture (React/Next.js)

A specialized approach where the "Frontend" is built separately from Shopify using advanced coding frameworks.

- **Pros:** "App-like" speed and total design freedom for complex interactive elements.
- **Cons:** Significantly higher maintenance (requires a developer for most site updates) and complex integration for standard features.
- **Best for:** Established brands with a dedicated tech team looking for highly custom digital experiences.

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## Timeline (Estimated)

- **Project Start:** Tentative (Upon receipt of final photography).
- **Design & Build:** 8-10 Days.
- **Review & Testing:** 3 Days.
- **Go Live:** End of February.

## Commercials

**Total Project Fee:** ₹20,000 INR

*This fee covers design and development. It does not include the monthly Shopify subscription plan (~₹2,000/month for Basic) or domain purchase costs, which are paid directly to the platforms.*

## Payment Schedule

Milestone	Percentage	Amount	Description
<b>Advance</b>	25%	₹5,000	Upon project sign-off
<b>Beta Demo</b>	50%	₹10,000	Upon review of Beta site completion
<b>Final Handover</b>	25%	₹5,000	Upon live deployment & access handover

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## Out of Scope

The following items are **not included** in this proposal:

- Content writing/copywriting (client provides all product descriptions)
  - Photography, videography, or image retouching
  - Ongoing maintenance after the 21-day support period
  - Third-party app subscriptions beyond basic reviews (email marketing, loyalty programs, etc.)
  - Future feature additions or redesigns beyond the initial launch scope
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