

**Leadmagnet Pvt. Ltd.**

# eCommerce Dev. Proposal

Prepared for  
S.k Rauniyar

Created by  
Leadmagnet Pvt. Ltd

Submitted on : 2020-10-09

# Cover letter

Dear S.k.,

Thank you for reaching out to Leadmagnet Pvt. Ltd for your e-commerce website needs. Given our experience in e-commerce web design, including SEO and marketing, we are confident in our ability to help you achieve your goals.

After you have reviewed our proposal, please don't hesitate to contact me should you have any questions.

This proposal is valid for a period of 10 days from the date above.

Sincerely,

Sudeep Ojha  
Leadmagnet Pvt. Ltd

# Overview

We understand the scope of this project is to design and develop a professional e-commerce website for S.k Rauniyar. We have received your specifications and requirements document and proposal to deliver on all functionality as described therein.

We understand the importance of simplicity in user experience for any e-commerce website, as well as your need for high-end design and we propose to deliver on all fronts. Please review the attached samples e-commerce projects we have successfully completed.

We propose to use the following technologies for this project:

- Database : Mysql
- Framework : Laravel Php
- Server : Cent OS
- Java

# **Scope of Work and Deliverables**

Leadmagnet Pvt. Ltd will perform the work as described in each phase of the project below:

## **Research Stage**

1. Finalize specifications
  2. Research target market
  3. Set strategy to accomplish S.k Rauniyar goals
  4. Finalize design and development plan for the e-commerce website
  5. Determining the full and final in-depth scope of the project
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## **Planning Stage**

1. Determine main goals of user pathways.
2. Determine the website flow
3. Prepare wireframes
4. Optimize the NAV

## **Web Design**

1. Finalize graphical theme of website and web application (colors, general look and feel, etc.)
  2. Finalize layout and structure design
  3. Create all graphical elements
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## **Front-end Development**

1. Web pages coding
  2. Integration of latest front end technologies to enhance UX
  3. Social integration & Facebook chat.
  4. Mobile Responsive.
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## **Back-end Development**

1. Integrate databases
2. SSL & Email server
3. Programming of administration (backend)
4. Integration of e-commerce features, including shopping cart, checkout etc.
5. Brands listings, Category listing, sub-category listing, Sub-sub category listing, bulk import & export, Reviews.
6. Flash Deal Feature
7. Customer list, Conversation,
8. Stock Report, Seller Report, Product wise report.
9. Newsletters , Coupons, Support Ticket.
10. SEO Optimization, Add Staff Roles.

## **Quality Assurance**

1. Testing to ensure no errors in code and the application is generally bug free
2. Configuration and setup of host server
3. Migration to the live server

# **Project Schedule**

We estimate that the project will take approximately 15 days.

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## **Payment Schedule**

A deposit of 30% will be due upon contract signing. The remaining balance will be paid in accordance with the following schedule:

- Milestone 1 : Website development ( 30% = Rs 7000)
- Milestone 2 : Android App Development ( 60% = Rs 14500 )  
Total : Rs 21500

Payment Method :

Nabil Bank : 3101017501553 ( Lead Magnet Pvt. Ltd. New Baneshwor )

# Our Team



We think our vast experience with e-commerce websites such as this make us the right fit for your ecommerce Business. With an approach that results in better ROI for the client, Lead Magnet Pvt.Ltd. is committed to your business goals by providing expert services from skilled professionals. We assist companies facing severe time and cost deadlines to complete their projects without compromising the quality of our work. Since our establishment in 2017, we strive to provide customer-centric apps with superior quality. We are known to provide efficient project management and solid expertise in projects involving different level of complexities. The company customizes mobile application development for all the major platforms like Android & iOS. As well as sales those application through entire Nepal The company even offers solutions for cross platform mobile application development and have succeeded in completing plenty of projects. The clients of Lead Magnet Pvt. Ltd. include companies from the United States, Canada, Australia and more. We are also involved in website design and development and undertake all types of website development projects which includes CMS, Shopping carts, commercial websites, e-commerce websites, social networking sites, blogs, websites, corporate websites, personal websites and the list goes on. We do

custom website design and development. All our solutions are SEO-friendly and can bring you more business and growth. Moreover, our offshore development center in Kathmandu Nepal with cutting-edge technology for software development and client communication. Along with this, we provide innovative technology solutions and service client's privacy.

# **Terms and Agreement**

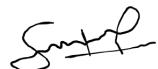
The terms of this agreement may be changed upon the discretion and agreement of both Sudeep Ojha and S.k. Rauniyar.

Signature of both parties below indicates the acceptance of this proposal and entrance into a contractual agreement by both parties.

## **Acceptance**

Leadmagnet Pvt. Ltd

S.k Rauniyar



10 / 10 / 2020

Sudeep Ojha

S.k. Rauniyar