

# **System Overview and Cost Estimation Proposal**

## **Prepared for EGGSTER Equipment Revitalization Project**

### **Executive Summary**

This document provides a structured system overview and detailed cost estimation for the digital transformation of the Poultry & Mushroom Equipment company. The transformation includes establishing a strong digital presence, operational automation through ERP and CRM systems, integration of certified digital signatures, and optional networking infrastructure installation.

The strategy is divided into priority categories to optimize investment according to urgency and business impact.

*Date: April 2025*

## System Components & Priorities

Component	Description	Priority	Comments
Brand Identity	Logo design, brand guidelines, digital and print-ready assets	Mandatory	Essential for market positioning and consistency
Static Website and Backend	Landing page with product catalog, "Contact Us" form, basic mailer service	Mandatory	Core online presence and lead generation tool
ERP System	Operations management (sales, inventory, HR, post-sales service)	Mandatory	Backbone of internal operations; centralizes processes
CRM System	Client management, follow-up tracking, sales pipeline	Mandatory	Critical for client retention, sales organization, and growth
Digital Signature Integration	Certified digital document signing (AECE or Adobe Sign)	Mandatory	Necessary for professional contracts, quotations, and compliance
Hosting, Domain, SSL	Pro-level hosting with secured communications	Mandatory	Ensures reliability, credibility, and data protection
Network Installation (LAN & Server Setup)	Local server, router, cabling for ERP/CRM infrastructure	Recommended	Improves internal performance and local system reliability

*Date: April 2025*

## Detailed Cost Estimation

### Mandatory Components

Component	Estimated Cost (DZD)
Brand Identity (Logo, Branding Materials)	170,000 DZD (15 Million Centimes)
Static Website (one language) + Backend (mailer server and contact form)	200,000 DZD (20 Million Centimes)
ERP System (Basic Configuration)	350,000 - 500,000 DZD (35-50 Million Centimes)
CRM System (Integrated or Standalone)	200,000 - 250,000 DZD (20-25 Million Centimes)
Hosting, Domain Registration, SSL	50,000 - 10,000 DZD/year (5-10 Million Centimes/year) *Subject to change after consultation with ACTEL
Digital Signature License (AECE Recommended)	150,000 - 250,000 DZD (15-25 Million Centimes)
Digital Signature Integration Service	100,000 - 150,000 DZD (10-15 Million Centimes)

### Recommended Component

Component	Estimated Cost (DZD)
Network Installation (Hardware + Setup)	150,000 - 200,000 DZD (15-20 Million Centimes)

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# Recurring Costs

Component	Estimated Annual Cost (DZD)
Hosting, Domain, SSL Renewal	50,000 - 10,000 DZD/year (5-10 Million Centimes/year)  *Subject to change after consultation with ACTEL