

Proposal

JANUARY 2018

Subject: Proposal & Timeline for the development of website & app for ecommerce

Sir,

In continuation with our discussions regarding development of your grocery app and website, please see the timeline for the project.

Day/Week	Item	Input Cost/Value	Payment
	Project Starts		
Day 1, Week 1	1. Domain Name Registration	850/-	
	2. Web Hosting	2200/-	
	3. Coming Soon Mode on Domain Name	1500/-	
	4. Email Creation for Staff & Employees	1500/-	
	5. Security Setup, Firewall, CDN & CloudFlare	3200/-	
	6. Basic SEO for Launch Day	1500/-	
	7. Website Software/CMS Installation	3200/-	
	8. SSL Certificate for website, Installation & Setup	1250/-	
	9. Professional Charges	11800/-	
Day 2, Week 1	First Payment (30%)		27,000/-
Day 3, Week 1, Morning	10. First Draft of Logo Design	2500/-	
Day 3, Week 1	11. Logo Revisions & Acceptance		
Day 4, Week 1	12. Social Media Pages: 13. Twitter 14. Facebook 15. Instagram 16. LinkedIn	2500/-	
Day 5, Week 1	17. Social Media Promotional Material		

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		18. Promotional Video	
		19. Letterhead Design	
		20. Visiting Card Design	
Branding is completed			
Day	week	Website Frontend	
1	2	21. Website Color Scheme	
2	2	22. Proposed website layout & Designs	
5	2	23. Design Approval	
6	2	24. Website Menu Design & Content	
5	2	25. Header Design	
5	2	26. Footer Design	
5	2	27. Privacy Policy	
1	3	28. Mandatory Pages creation	
1	3	29. Website Product Categories	
2	3	30. Banner Design – Slider Images	
3,4,5	3	31. Products Upload	
3,4,5	3	32. Product Images Editing	
3,4,5	3	33. Product Variations & Settings	
6	3	34. Payment gateway application	
1,2	4	35. Payment gateway documentation	
3	4	36. Payment gateway Integration	
Day	Week	Website Backend	
1	4	37. Backend Development	
2	4	38. Coupon Option	
2	4	39. Automatic Invoice generation	
2	4	40. Packing Slip Generation	
3	4	41. SMS Alert setup	
4	4	42. Website Review	
	4	43. E-Mail design for customer/order notice	
		44. E-Mail marketing setup	

Website Goes Live		
		Vendor Panel Development
Week 3 / Simultaneous		45. Vendor Registration Panel
		46. Vendor Login Panel
		47. Vendor Dashboard
		48. Vendor Management Panel
		49. Vendor Registration Promotional banner
		50. Vendor Invitation
Day 2, Week 1 -	Second Payment (30%)	27,000/-
Vendor Panel Goes Live		
		Mobile App Development
Day	Week	
1	3	51. App color scheme selection
2	3	52. App design selection
2	3	53. App Menu Setting
2	3	54. Splashscreen design
2	3	55. Splashscreen content
2	3	56. App Icon design
2	3	57. Playstore screenshot design
2	3	58. Playstore content writing
3	3	59. App product sync
3	3	60. App product categories
3	3	61. Playstore banners design
3	3	62. In-App banner designs
3	4	63. Playstore Submission & Approval
		Final Payment
		41,000/-
Android App Goes Live		
		iOS App
Day 1, 2, 3 Week 4		64. iOS Developer account
		65. App graphic asset conversion for iOS

	66. iOS App Development		
Day 3, Week 4	67. iOS App Submission		
	iOS App goes Live		
	Training & Support is provided		
Project Completed			
	Total Payable		95,000/-

Terms

- A contract is signed by both IQL Technologies Pvt Ltd. & the client, reflecting this schedule.
- In case of any approval not provided in due time by client, the payment schedule would not change and will affect project delivery date
- Project, once started, will be non-cancellable and non-refundable.
- All Payments are required in advance through three post-dated cheques

Yours Faithfully,

N. Ahmed Siddiqui

Director

Date: ___ / ___ / ___

Acceptance

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