Proposal

E-Commerce Portal Development

For Naturemills

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18 Nov 2016

Attn: Mr. Jaikesh
Co-founder
Naturemills, Bangalore

Reviewed by: Biju GP
bijusai@gmail.com

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To
Mr. Jaikesh
Co-founder
Naturemills
Bangalore, Karnataka, India

Dear Jaikesh,

At the outset, we thank Naturemills ("Naturemills" or "you" or "Company") for giving us an opportunity to provide E-Commerce solutions to Naturemills. We believe, this engagement will enable the company to improve its footprint in online shopping space in Agri Tech domain, thereby positioning themselves far ahead of its competitors.

About Naturemills

Naturemills is an upcoming E-Commerce brand in Agri-tech domain, based in Bangalore, Karnataka. Naturemills is planning to introduce its own branded food products in both domestic and international markets. The brand is primary focusing on both b2b and b2c platforms to sell its unique and high quality products. The brand is being promoted by entrepreneurs having sound experience in the industry.

Since inception, the Company is having rigorous approach towards quality, exceptional customer service, user friendly online platform, state-of-the-art technology, robust engineering, in-house research, and uncompromising business ethics, which will eventually lead to having a unique and top position among the Agri-tech brands in India.

Scope of the project

The requirement for Naturemills is to develop a state-of-the-art and highly user friendly e-Commerce website as per latest web standards. Develop a robust platform for managing products and online shopping platform very easily. The shopping website look and feel must be world class and must have relevant imagery and graphics. The website must be accessible via smartphones and tablets. It must be search engine friendly and visitors to be tracked as well.

Overall, the newly developed online shopping website should reflect the Naturemills brand and it should clearly portray the various business activities of the company.

Our deliverables

Our approach

- Will develop a responsive e-Commerce portal for Naturemills.
- The shopping portal and will be having high User Experience and will be developed using latest web standards/technologies.
- Search engine friendly coding practices to be followed.
- Cross-browser compatible and cross-platform friendly design, which will enable the website accessible among various web browsers and Windows/Mac/Linux machines.
- Will follow international accessibility standards, to address the needs of differently abled users.
- Will add relevant web graphics and imagery to make the website look more appealing and professional (aesthetics).
- The website will be based on English language.

Deliverables	Mode of delivery
e-Commerce Website	Hosted
e-Commerce Administration & Analytics (back-end)	Hosted
Training Materials	Electronic

Proposed features of the website

We propose the following features and functionalities in the online shopping portal.

Registered User Panel

- Sign-up/Login through Social Media or Direct Registration
- Manage Account
- User Profile
- Browse products/View product details
- My Orders
- My Wishlist

Store Front

- Product categories
- Product catalogue
- Product details with photograph and configurable properties
- Checkout with customer info
- Orders
- Customer groups
- Customer master
- Collections

- Discounts/Offer
- Related products (Up sell/Cross sell)
- Order returns
- Newsletter
- Gift cards
- Today's Deals (Featured, latest)
- Payment gateway integration (Paypal/Net banking/debt/credit cards, e-cash wallets)
- Shipping integration
- FAQs
- Social Media Sign in
- Share on Social Media

Administration & Analytics

- Login
- Dashboard
- Admin User management
- Customer management
- Product management
- Price management
- Banner management
- Product bulk import
- Email marketing
- Search engine optimization
- Store statistics
- Customer insights
- Social integration/selling
- Detailed reports
- Tax management
- Location management
- Orders & Shipping

Other Features

- About Naturemills
- Follow Naturemills through Social media (LinkedIn, Facebook, Twitter etc.) – Automatic population of content to the website from Naturemills Social media channels.
- Media room
- Careers
- Blog
- Site search
- Subscribe to Newsletters

Workflow
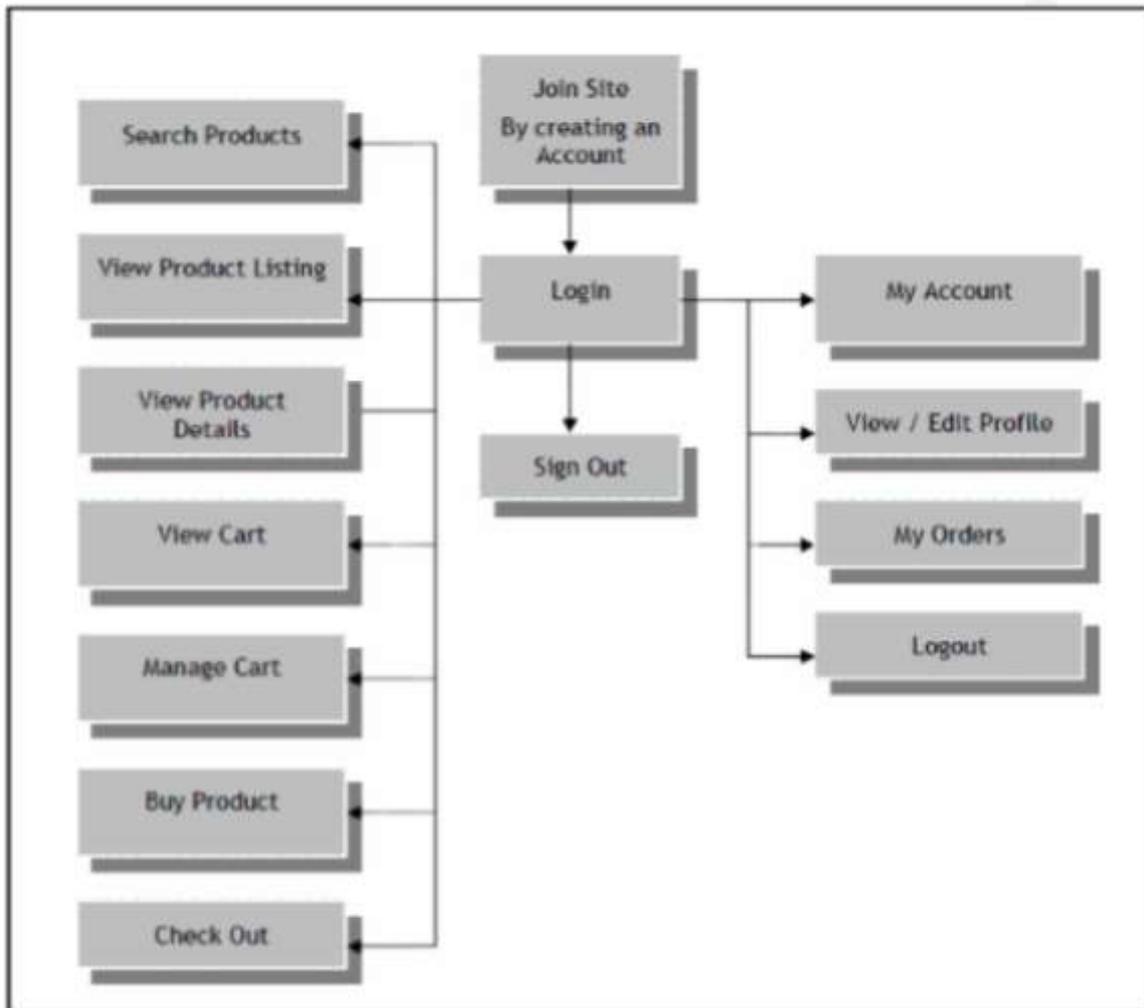
Front-end

- Homepage
    - Website with Logo, sliders integrated to the Homepage
    - View list of Latest Products available with details like
        - Product title
        - Image view
        - Product categories
    - Links for Login and Sign Up
    - View list of category
    - View list of offers
- Product display
    - Display products – Category wise
    - Click on image will display information of product as well as choice of different sizes if available
    - View the details of the products, with image on Product Details page
    - View listing of all Related Products
        - Product name
        - Product size
        - Image(s)
        - Clicking on Image, User will navigate to "Product Details" Page

- Product details page
  - Product title
  - Product image(s)
  - Option to view Product related videos
  - Features of the selected Product
  - Link to view Price Charts
  - Option for "Add to Cart", User can add the Product to Cart with the specified preference
- View Cart
  - Displays products added to the shopping cart
  - With a small product image, subtotal, shipping amount
  - Link to Update and Checkout
  - Link to view entire shopping Cart (if added anything to the Cart, it will show list of items that are being purchased with the quantity and the total price of selected products)
  - Update Quantity and Recalculate Sub Total
- User Login
  - This section allows User to enter the website by adding login details created during registration or login through Social Media
  - Enter authenticated Email Address and Password to login
  - Forgot Password Link
  - Recover password through Email
  - New User? Sign up link
- Registration
  - Fill the registration form with all required fields
  - Enter Profile details like Name, email id, and password
  - Enter delivery address details like Area, State and Zip Code
  - Submit Form

  After creating login, the Customer login with authenticated username and password and can perform the following tasks:

  - My Account
    - Personal Information
    - Change Name
    - Login, E-mail Address, or Password
  - Manage Address information
    - My Orders
    - View all Orders
    - View Order no / Order date / Amount / Quantity
    - View Status (In Process, Shipped, Open, Rejected)
  - History/Receipts
    - View Details of all the Orders made – Order id, Status, Date ordered
    - Link to Re-order
  - Last Order
    - Displays the details of last order
    - Link to Re-order and reset quantity
  - Order Tracking
  - View Shopping Cart
  - Delete Account
  - Sign Out
- Check out
  - Proceed to Shipping Details
  - View / Edit Shipping Details

- o Select Shipping Method
- o Proceed to Billing Details
- o Review Order
- o View Total Order Summary, with Shipping and Billing Details
- o Proceed to Payment Details
- o PayPal OR Payment Gateway Integration
- o Order Confirmation
- o Show confirmation of order with order details on the screen
- FAQs
- Shipping information
- Static Pages – Privacy Policy, Disclaimer, Terms & Conditions

Back-end

Admin panel is the back-end of the application from where the Admin can manage the whole website and contents.

- Login
  Administrator may login into the Admin panel with the authorized username and password.
- Site Map
- Admin User Management
  - o The Administrator user section shows the list of Admin users
  - o The Admin can search and sort the list.
  - o The Admin can even edit and delete existing record(s).
    - ▪ View Admin
    - ▪ Search / Sort Admin users
    - ▪ Change the Status of Admin user (Active / Inactive)
    - ▪ Add / Edit / Delete Admin users
- Customer Management
  - o View All Customers
  - o Search / Sort Customers
  - o Change the Status of Customer (Active / Inactive)
  - o Add / Edit / Delete Customers
  - o Send email to the Customers
- Product Attribute Management (size, colors etc.)
  - o View All Product attributes
  - o Change the status (Active / Inactive)
  - o Sort Product attributes
  - o Add Attribute
  - o Enter Attribute Name
  - o Edit / Delete Product Attribute
- Product Management
  - o View all Products
  - o Search / Sort Products
  - o Alphabetical search
  - o Change the Status (Active / Inactive)
  - o Add Products
  - o Add General Information about the Product like Name, Blind Type, Attribute, Upload Image, Video etc.
  - o Edit / Delete Products
  - o Product Categories (Category management)

- Price Chart Management
  The Price Chart Management section allows Admin to manage all Price Chart available for products.

  - View all Price Charts
    - Search and Sort Chart by Type
    - Change the Status (Active / Inactive)
  - Add new Chart
    - Select type or size
    - Title
    - Upload Chart File
  - Edit / Delete Chart details
- Tax Management
  - View All Tax percentage with the countries
  - Search / Sort Taxes
  - Change the Status (Active / Inactive)
  - Add / Edit / Delete Taxes
- Shipping Management
  - View all methods of Shipping with the amount
  - Search / Sort Shipping Methods
  - Change the Status (Active / Inactive)
  - Add / Edit / Delete Shipping Methods
- Order Management
  - View all Order details
  - View Order information
  - View Billing / Shipping / Payment
  - View / Change Order Status (In Process, Shipped, Open, Rejected)
  - Search / Sort Orders
  - Alphabetical Search
  - Edit / Delete Orders
  - Print Order Confirmation
  - Print Invoice
- Offers Management
- FAQs Management
  - View all FAQs
  - Search / Sort FAQs
  - Alphabetical Search
  - Change the Status (Active / Inactive)
  - Add/ Edit / Delete FAQs
- Email Templates
  There will be different templates available for different occasion like Welcome Mail, Forgot Password etc.

- General Website Settings
  - View / Edit all Settings of Website
  - General Settings
  - Name of Site
  - Main Site Title
  - URL management
  - Meta Tags Information Settings
  - Site Copyright Text
  - Site Control Panel Title
  - Administrator Email ID

- Static Pages Management
    - View List of Static Pages
    - Editor available
- SEO Management
    - View all Meta tags & Keywords
    - Search / Sort Meta tags & keywords
    - Change the Status (Active / Inactive)
    - Edit / Delete Meta Tags
    - View all login IPs
    - Search / Sort IP
    - Change the Status (Active/ Inactive)
    - Block IP
- Log Out
  The Administrator can log out of Admin panel using the Log out link.

Main sections of the website

- Visitor Features
    - View Home Banners or Slide Show Gallery
    - Browse Products
    - View Product Details
    - View FAQs
    - Become a Member through Registration or through Social Media
    - View Static Pages
- Registered Member Panel
    - Login to the site
    - Manage Account
        - My Profile
        - My Orders
    - Buy Product (Checkout)
    - Logout
- Admin Panel

Technology

- It will be based on LAMP (Linux, Apache, MySQL, and PHP) platform.
- We will consider Open Cart/Magento for the website and dashboard pane development.
- For the database, we aim to use MySQL.

Quality control and quality assurance

We follow stringent quality control processes, which will ensure error-free/bug-free and user-friendly deliverables. Every phase of design and development will go through detailed quality review processes and it will produce highly responsive, usable, accessible and search engine friendly website. Our rigorous website testing also includes how the website look in various web browsers and platforms. However, we do not review the content (text, images etc.) provided by Naturemills unless you've requested for it. Content review and editing is a value added service, available at an additional cost.

Content integration

We'll manage content integration in all sections of the website. We expect Naturemills to provide all relevant content (images, text, videos, info graphics etc.). Should you require us

to create the content, including content writing/proof reading, you may please avail our professional Content Development services, available at an additional cost. We recommend that content development and website development must go in parallel so as to minimize the total website production and development time.

We will be responsible for creating web graphics (icons, buttons, banners etc.). All relevant images need to be provided by Naturemills. Sometimes, we'll have to buy stock images from external Photo agencies, which will incur additional cost, based on the number/type and size of images.

Client will provide Sample Data to test the entire web site. Based on data based on organizational assets, we believe that sample set of values for database elements having impact on business rules and business workflow, are critical from development as well as testing stand point.

Installation support and Web hosting

Once the website development is complete and reviewed/signed-off by Naturemills, we'll have to host it in a Web server. For web hosting, Naturemills will have to select and buy server space/hosting package from one of our recommended vendors. We require File Transfer access (FTP) and root level permission for installing CMS and other related website modules. We will ensure that the website is properly installed/configured in the web server. Any last minute technical glitches and bug fixes will be handled and resolved between the external web hosting provider and us.

We will provide 1 month website maintenance support free of cost, once the website goes live. During this period, we'll resolve any bugs reported in the website from the date of installation. However, this does not cover lengthier content updations and website functionality changes. After one month, you're requested to sign up for Annual Maintenance Contract (AMC), to keep availing this facility, which will incur an additional cost.

Please note, web hosting involves a third party vendor and there is a recurring cost involvement, and this needs to be taken care of by Naturemills. We will involve in identifying a reliable web hosting provider and will recommend a web hosting package, based on the various features/functionalities of the shopping portal.

Training

Once the website goes live, a virtual or classroom based training shall be arranged for Naturemills team on how to update content in various sections. We shall provide training materials on how to update website content.

Naturemills deliverables

We expect Naturemills to provide the following deliverables:

- Naturemills logo and other brand elements (fonts, stock images etc.)
- Naturemills brand guidelines
- Entire content (text, photos, videos, charts, graphs, infographics etc.) in high-resolution format (wherever applicable), as per the technical specifications provided by us
- Licensed fonts, if any
- High resolution photos & videos of all products being sold through the website
- Signed-off and reviewed text copy for all sections of the website
- Timely approvals are required from Naturemills during various phases of website design and development. Kindly note, any delay in approvals might affect the overall timeline of project delivery. The timelines shall be agreed mutually before the project kick-off.
- On the content, we have to ensure that it is original and does not carry any copyright violations. This is important as sometimes we copy content from the web.

Review process

- The website demo will be initiated by us at specific, mutually agreed intervals during various phases of the website development. We will temporarily host the website in Naturemills web server. This demo/draft website will be accessible to selected users of Naturemills for review purposes throughout the entire lifecycle of website development.
- We will collect timely feedback from Naturemills at prior intervals. We will make relevant modifications to the website as per the feedback provided.
- Prior to website goes live, User Acceptance Testing will be conducted among Naturemills designated users.
- We will be responsible for delivering the website within the agreed timeline.

Cost and delivery timeline

Activity	Timeline
Requirements gathering and architecture setup	3 days
Template design and navigation structure	5 days
User registration module (login/sign-up etc.)	4 days
My Account	5 days
Product Listing and Categories	5 days
Checkout process ☐ Proceed to Shipping Details ☐ View/ Edit Shipping Details ☐ Select Shipping Method ☐ Proceed to Billing Details ☐ View/ Edit Billing Details ☐ Review Order ☐ View Total Order Summary, with Shipping and Billing Details ☐ Proceed to Payment Details ☐ PayPal Payment Gateway Integration ☐ Order Confirmation ☐ Show confirmation of order with order details on the screen	12 days
Shopping Cart integration	6 days
Order tracking	3 days
Payment gateway integration & testing	5 days
Manage billing and payment details	3 days
FAQs & Help	2 days
User Acceptance Testing and final sign-off from Naturemills	3 days
Website installation, uploading to the live web server and testing	4 days
Admin Dashboard ☐ Login ☐ Signup ☐ Administrators Users Management ☐ Customer Management ☐ Product Attribute Management (Like Sizes and Colours) ☐ Product Management ☐ Offers Management ☐ FAQ Management ☐ System Settings (General Site Settings) ☐ Email template ☐ Price Chart Management ☐ Order Management ☐ Static Page Management ☐ Tax Management ☐ SEO Management ☐ Logout	15 days
Total time required for project delivery	**75 working days**
Total cost	**INR 75,000**

Please note, all applicable taxes will be extra as per Indian government norms.

Note: Many of these activities will be happening in parallel, which will ensure the final delivery maximum within 75 days of project kick-off date. However, the final delivery timeline

will depend on the approvals given by Naturemills. Any delay in providing relevant inputs/feedback to us will affect the overall delivery timeline.

Payment terms

- 50% of total cost on project sign-up and balance 50% upon project delivery

Additional services included

The following activities are already covered in the total project cost:

- Product listing on the website
- Content population and designing of relevant web graphics
- Web hosting package selection
- Content management system installation and web hosting
- Google Analytics setup
- Search engine optimization in the website
- Training to Naturemills team on content updation
- One month website maintenance/monitoring, after the website goes live

Other extra 3rd party expenses

The following services might incur additional costs to Naturemills:

- (Mandatory) Web hosting plan – This will incur a mandatory recurring monthly cost, cost will vary depending on the Web hosting provider and hosting plan taken.
- (Optional) Stock imagery – Buying relevant images from an external stock agency (Shutterstock/iStockphoto). The cost will vary based on the number/type of images. Note: Using relevant images will add more enthusiasm and interest among website visitors and it will drastically improve the overall visual look and feel of the website.
- Integration of any additional 3rd party components (survey, knowledgebase etc.)

Optional services

Annual website maintenance contract and content updations

By signing up an annual maintenance contract will enable Naturemills with the following:

- Version upgrades of Content Management System
- Monitoring of website and bug fixing due to software updates
- Content updations
- General technical and user support

Service fees for annual maintenance would be **20% of the total project cost** with an escalation of 10% every year.

Naturemills should ensure that data on their website is regularly backed up and a contingency plan is in place to minimize possible losses as a result of server failure. However, this will be covered in the Annual maintenance contract, and will be taken care of by us, provided Naturemills signs up a contract.

Value added services

We provide end-to-end solutions for web design/development projects. You may please leverage our capabilities in any of the below listed activities, at an additional cost. The cost will vary depending on the requirement, which could be discussed and mutually agreed at a later stage. Separate quote(s) will be submitted if you're interested in any of our value added services.

- Content review, editing and development
- Search engine optimization (recurring online marketing activity)
- Mobile App development for Android, iPhone/iPad and Blackberry
- Development of mobile version of website (e.g. m.naturemills.com)
- Online marketing and Social media channel promotions (Facebook/Twitter/LinkedIn, Youtube etc.)
- Corporate photography and videography
- Graphic designing of print collaterals (product packaging, brochures, reports, sales collaterals, etc.)
- Website visitor analysis and reporting using an Analytics tool
- Website monitoring and maintenance
- Content updations

Building new modules, adding new features/functionalities etc. to the website, apart from what is being agreed in the contract will be discussed separately. The cost and timeline shall be shared after scoping out the requirements.

Assumptions and dependencies

The following assumptions and dependencies are to be factored-in for this project:

- Naturemills will review the deliverables and will provide timely feedback within the agreed timeline.
- All the content (text, images, videos etc.) will have to be provided by Naturemills. We will provide assistance in developing content if required.
- Change of project scope (adding new features, modules, functionalities etc.) will incur additional charges and will affect the overall delivery timeline.
- Stock images will have to be bought by Naturemills if required, which involves additional cost
- Buying 3rd party modules, softwares and plugins will be borne by Naturemills, which incurs additional cost.
- Altering designs once approved will be challenging and might cause delay in the overall project delivery.
- Availing our value added services would involve additional costs.
- The design and development of the website will be completed based on the timely approvals and feedback from Naturemills.
- Naturemills will provide test data (Product photos, description etc.) for testing the website.

Terms and conditions

Definition of terms

Website – A collection of web pages and associate code

3rd party – An external supplier other than us

Search engine – A website directory available on Internet, allowing users to search for content over the web

Domain name – Root address of the website (e.g. www.naturemills.com)

Web hosting – The activity or business of providing storage space and access for websites

Responsive web design – An approach aimed at crafting sites to provide an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning, and scrolling across a wide range of devices

Content Management System (CMS) – A computer program that allows publishing, editing and modifying content as well as maintenance from a central interface, for websites containing blogs, news etc.

Search Engine Optimization (SEO) – Process of affecting the visibility of a website in a search engine's un-paid search results.

Downtime – Time when the website is not accessible via the Internet. This may be because of a technical failure or because work is being carried out on the site.

3rd party fees

All 3rd party fees need to be paid up front. This includes the stock photos and any web modules/components bought for the website.

Disclaimers

3rd parties – We take no responsibility for services provided by third parties through us or otherwise, including the web hosting of Naturemills website, although we will work to its best to ensure that website downtime is kept to a minimum.

Maintenance and correction of errors – We takes no responsibility for the functionality or maintenance (unless a maintenance contract is in place) of the website after the website goes live. Errors (both technical and typographical) attributable to us will be corrected free of charge, but we reserves the right to charge a reasonable fee for correction of errors for which we are not responsible, including, but not limited to malicious modification of the website by a third party and typographical errors contained in materials provided to us by Naturemills.

Extent of project – Installation on the Internet is limited to the uploading of all necessary files to the web server, integration of CMS and testing of functionality. No registration of the website with Search Engines will be undertaken unless otherwise agreed with Naturemills.

Cross browser compatibility, accessibility and responsiveness of the website will also be tested.

Search engine listings – We does not guarantee listings on Search engines and they reserves the right determine whom they list and whom they will not. We do no guarantee any placement or rank on the Search engines and that a new website may never even appear on Search engines at all.

Consequential loss – Under no circumstances, we will be responsible or liable for financial or other loss or damage caused by the failure or use or misuse of its software. Naturemills should ensure that data on their website is regularly backed up and that a contingency plan is in place to minimize possible losses as a result of software failure. However, this will be covered in the Annual maintenance contract, and will be taken care of by us, provided Naturemills signs up a contract.

Web browser or client updates – We takes no responsibility for the compatibility issues of the website, should there be a change or future update in the web browser software. Though usually browser manufacturers take care of the backward compatibility issues, we are not responsible if this does not happen in the future.

Website updations by Naturemills – We takes no responsibility for the errors that might have occurred due to incorrect updations made on the website by Naturemills team, which may adversely affect the overall functionality of the website. It is the responsibility of Naturemills to strictly follow the process meant for website updations. A training shall be organized for Naturemills nominated users on how to update the website.

Completion of project – We are committed to deliver various phases of the project within mutually agreed timelines as per the specifications stated in the contract. We will not charge more than the amount previously agreed unless Naturemills has varied scope of the project since the agreement. We will not undertake changes to the specifications of the project, which would increase the cost, without prior written authorization from Naturemills.

Supply of deliverables – Naturemills is to supply all the materials and information required for us to deliver the project in accordance with the agreed specification. This may include, but not limited to, photographs, text content, logos, fonts, videos and any other printed or electronic materials. Where there is a failure to supply such materials leads to a delay in completion of the work, we reserves the right to extend previously agreed deadlines for the completion of the project by a reasonable amount of time.

Project approvals – Naturemills will be notified, upon completion of various phases of the project, and Naturemills team will have an opportunity to review the deliverable(s). Naturemills should notify us, in writing, of any unsatisfactory points within 5 working days of receipt of such notification. Any of the deliverables which have not been reported in writing to us as unsatisfactory within the 5 days review period will be deemed to have been approved. Once approved, or deemed approved, work cannot subsequently be rejected, and the project phase will be deemed to have been completed. Moreover, we will take its best efforts to fulfill all commitments stated in the contract, to meet the expectations of Naturemills.

Project rejection – If Naturemills rejects the project deliverables within the 5 days review period, or will not approve subsequent modified deliverables performed by us to remedy any

points reported by Naturemills as unsatisfactory, and we consider that Naturemills is unreasonable in their repeated rejection of the project deliverables, the contract will be deemed to have expired and we can take any legal measures to recover both payment for the completed phase and reasonable expenses incurred in recovering payment.

Intellectual property

Offers and proposals – Offers and proposals made by us to potential customers should be treated as trade secrets and remain the property of us. Such offers and proposals or the information contained within them must not be passed to third parties or publicly disseminated without prior written authorization from us. This includes, but is not limited to, technical features, functionality, aspects of the design and pricing information.

Warranty by Naturemills as to ownership of intellectual property rights – Naturemills will obtain all the necessary permissions and authorities in respect of the use of all copy, graphic images, videos, photos, registered company logos, names and trademarks or any other material it supplies to us for inclusion in the website. The conclusion of a contract between us and Naturemills shall be regarded as a guarantee by Naturemills to us that all such permissions and authorities have been obtained and that the inclusion of such material on the website would not constitute a criminal offence or civil delict. By agreeing to these terms and conditions, Naturemills removes the legal responsibility of us and indemnifies the same from any claims or legal actions however related to the content of the website.

Domain name – Any Domain name obtained will belong to Naturemills. Naturemills agrees to indemnify us, including any incidental costs, against any claims that a Domain name applied for, or obtained, violates the intellectual property rights of a third party. Naturemills warrants that the domain name sought is not a trademark of a third party.

Confidentiality – Any code that is not freely accessible to third parties and not in the public domain, and to which our suppliers or we owns the copyright, may not be copied, published, distributed or passed to any third parties in any form without prior written consent from us. Unless previously agreed otherwise in writing, no modifications may be made by Naturemills or any third party to code to which we or their suppliers owns the copyright. We acknowledges the intellectual property rights of Naturemills. Information or data passed in written form to us, and that Naturemills has indicated is confidential or a trade secret, will not be published or made available in any other way to third parties without the prior written consent of Naturemills.

Note: This proposal is valid for 30 days from the date issued.

Contacts

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