

<b>Company</b>	Corsiva Lab Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Corsiva Lab E-Commerce Website Development - Customized E-Commerce Website with CRM & 2 Marketplace Integration
<b>Appointment Period</b>	01 September 2022 to 31 August 2023
<b>Extended Appointment Period<sup>2</sup></b>	01 September 2023 to 31 August 2024

**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software  E-Commerce solution design -Type of design: Custom Design  Scope of work: - Requirements Gathering Consultation - Planning of Strategic User Experience Journey Flow - Fully Customized User Interface Design According to Company's Brand Guidelines - Presentation of Detailed Style Guide - Presentation of Designed Website Pages - Implementation of up to 15 informative pages + Ecommerce pages  Content Management System: WordPress WooCommerce  Content Management System - Ability to Self Create/Edit/Delete New & Existing Website Content - Ability to Self Upload/Edit/Delete New & Existing Website Images  Online Purchasing - Product Management System Ability to Create/Edit/Delete New & Existing Products Ability to Create/Edit/Delete New & Existing Product Categories Unlimited Product SKUs, Corsiva Lab will Assist to Upload 200 SKUs  - Order Management System Ability to Manage New & Existing E-Commerce Orders Ability to Update Order Status & Order Notes Ability to Seamlessly Filter & Arrange E-Commerce Orders  - User Management System Ability to Create & Manage Admin User Accounts (Assigning of User Roles) Ability for B2C Customers to Create an Account to Manage Profile Information & Order History Ability for B2B Partners to Create an Account to View Tiered Pricing and Submit Order Request  - Delivery/Logistics System Setup of Customised Delivery Fees Integration with 3rd Party Logistics Provider via Plugins  - Cart & Checkout System Online Shopping Cart Checkout Functionality Cart Abandonment Reminder Capability Integration with Xero/QuickBooks/MYOB via Plugins (Check One)		per Bundle	1.00		
		per Bundle	1.00		
		per Bundle	1.00		
		per Bundle	1.00		

<p>Online Purchasing Inventory Management System - Ability to Manage Inventory Stock for Each Product - Automated Reminders for Low/Zero Inventory Stock Count - Bulk Inventory Update Capability</p> <p>Promotion Management System - Ability to Create &amp; Manage Coupon Codes (\$ or % OFF) - Ability to Set Expiry Dates - Ability to Set Usage Restrictions &amp; Limits</p> <p>Customer Loyalty Management System - Reward Customer Purchases with Redeemable Points - Manage Customer Points &amp; View Log History of Points - Ability to Customize Redemption Criteria</p> <p>Secured E-Payment - Secured E-Payment for Visa/Mastercard/AMEX Credit/Debit Cards via Integration with Plugins - Additional Payment Methods: Direct Bank Transfer, Cash on Delivery, Dynamic PayNow</p> <p>Mobile-Enabled / Optimised - Desktop / Mobile / Tablet Optimized - Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge)</p> <p>Online Purchasing Basic Data Visualization Capabilities/Reports - Sales Revenue &amp; Order Reports - Products &amp; Categories Reports - Coupon Code Reports - Inventory Stock Reports - Taxes Reports - Customer Reports</p> <p>Digital Marketing / Engagement - Integration with Google Analytics (Audience, Acquisition, Behaviour &amp; Conversion Insights) - Integration with Facebook Pixel - Splash Pop-up Marketing Notice - Newsletter Integration via Plugins - Live Chat Integration via Plugins - Setup of Customised Contact Form - Product Upsell Functionality - Wishlist Functionality</p> <p>Omni Channel Engagement - Facebook Shop Listing - Instagram Shop Listing</p> <p>Customer Relationship Management Module - Integration with Hubspot/Salesforce via Plugins (Choose One)</p> <p>Global Marketplace - Integration with Lazada/Shopee/Qoo10/Amazon via Plugins (Choose Two)</p>							
			per Bundle	1.00			
			per Bundle	1.00			
2) Hardware Not Applicable							
3) Professional Services - Project Management (Dedicated Project Manager) - User Acceptance Testing - Domain Name Server Setup - Email Configuration - cPanel Server Configuration - SSL Setup Configuration			per Bundle	1.00			
- Integration with Customer Relationship Management System (Hubspot/Salesforce)			per Integration	1.00			

- Integration with Global Marketplace (Lazada/Shopee/Qoo10/Amazon)		per Integration	2.00		
4) Training - 1 Training Session (Face to Face / Online) - 1 Detailed Handover Documentation		per Session	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 11,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant