

<b>Company</b>	DST Advertising (Singapore) Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DST E-Commerce - Premium Package
<b>Appointment Period</b>	15 September 2022 to 14 September 2023
<b>Extended Appointment Period<sup>2</sup></b>	15 September 2023 to 14 September 2024

wef. 20 July 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Software					
Content Management System: DST E-Commerce (Premium Package)					
Wordpress Development					
Online Shop Modules					
Customer Loyalty					
Content Management					
Online Purchasing					
Website Traffic Analysis					
E-secured payment (Paypal/Stripe)					
Google analytics setup		Per Software	1.00		
Basic Data Visualization Capabilities/Reports					
Promotion Management					
Mobile-Enabled / Optimised					
Promo Code Management					
Omni channel engagement (2 channels)					
Inventory & Fulfilment Management					
2) Hardware					
Not Applicable					
3) Professional Services					
Scoping and documentation		Per Manday	1.00		
Design work: Templated design with personalisation		Per Manday	1.00		
Data Migration					
Standard SEO Optimization		Per Manday	3.00		
Consultation					
Setup of up to 30 SKUs					
UAT and Go Live		Per Manday	1.00		
4) Training					
Training					
Ecommerce CMS training		Per Manday	1.00		
5) Others					
Not Applicable					
<b>Total</b>				<b>\$ 7,100.00</b>	<b>\$ 5,600.00</b>

<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