

Company	Webcada Pte. Ltd.
Digital Solution Name & Version Number¹	Shopcada Ecommerce and POS - Shopcada Premium Ecommerce with Grow Mobile Package
Appointment Period	02 July 2020 to 01 July 2021
Extended Appointment Period²	02 July 2021 to 01 July 2022

wef. 20 May 2021

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Ecommerce Storefront Setup & UI Creation - Programming to convert designed UI into ecommerce store, setup and configure the ecommerce store. Product, Inventory and Content Management - Unlimited products and unlimited product classifications. - Inventory system with detail movement report. - Schedule launch that automated publishing of new items - View product price in multiple currencies. - Self publishing of unlimited banners, blog posts, web pages and lookbooks with drag and drop visual editor Online Ordering and Order Management - Automatic shipping charges and taxes calculation - Paypal, Stripe, Omise, GrabPay, NETS QR - Discount Module - Batch shipping label generation tool - Shipping company integration via API - Refund and exchange management CRM, Marketing and Analytics - VIP Management, Birthday Promotion, Invite A Friend, Wish List and Loyalty Points Rewards & Redemption - Support Social Commerce - SEO Metatag Tagging - Newsletter with Mailchimp, Google Analytics - Lazada, Shopee and Zalora Product Sync - Standard Ecommerce Reports +Custom Report Builder - Google Tag Managers with Data Layer integration - Shopcada API for external integration		Per Year Subscription	1.00		

<p>Ecommerce Mobile Apps Development</p> <ul style="list-style-type: none"> - Selection of Pre-defined Layouts - Programming mobile app styles to match business branding - Product Sync from Shopcada Store - Integrated Customer Database with Shopcada Store. - Support redemption of Store Credits, Gift Certificate, Reward Points & Discounts. - Product filter at catalogue page - Products search - Product image gallery and zoom - Payment gateway: Braintree / Stripe - Customer profile & order history - Unlimited webview pages - Visual editor for content - Newsletter signup - Marketing and Transactional Push notification for better Ecommerce conversion 		Per Setup	1.00		
<p>Shopcada Business Plan Cloud Saas Subscription</p> <ul style="list-style-type: none"> - High Availability and Redundancy - Unlimited Products - Unlimited File Storage - 150GB CDN Bandwidth / month (Overage at \$0.25 per GB) - Nightly Database Offsite Backup - Unlimited Email and Phone support 		Per Year	1.00		
<p>2) Hardware Not Applicable</p>					
<p>3) Professional Services</p> <ul style="list-style-type: none"> - Project Requirement Consultation - Ecommerce Strategy Consultation - Industry specific marketing research - Web Information architecture and structuring - User Acceptance Testing 		Per Setup	1.00		
<p>4) Training Training</p> <ul style="list-style-type: none"> - One Training Sessions with up to 2 Staffs - Includes handling of both ecommerce and mobile apps.. - On-site or Google Meet Training - Online Guide 		Per Session	1.00		
<p>5) Others Not Applicable</p>					
Total				\$ 18,500.00	\$ 10,000.00

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

² 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