

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	Corsiva Lab - E-Commerce Website Development Version 1.0 - Customized E-Commerce Website Development Package
Appointment Period	23 July 2020 to 22 July 2021
Extended Appointment Period²	23 July 2021 to 22 July 2022

wef. 6 January 2022

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 + E-Commerce pages Content Management System: WordPress WooCommerce Online Shop Modules 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		per Website	1.00		
		per Website	1.00		

<ul style="list-style-type: none"> - 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 				
<ul style="list-style-type: none"> - Delivery/Logistics System Setup of Customised Delivery Fees Integration with 3rd Party Logistics Provider via Plugins 	per Website	1.00		
<ul style="list-style-type: none"> - Cart & Checkout System Online Shopping Cart Checkout Functionality Cart Abandonment Reminder Capability 				
<ul style="list-style-type: none"> Inventory Management System - Ability to Manage Inventory Stock for Each Product - Automated Reminders for Low/Zero Inventory Stock Count - Bulk Inventory Update Capability 				
<ul style="list-style-type: none"> Promotion Management System - Ability to Create & Manage Coupon Codes (\$ or % OFF) - Ability to Set Expiry Dates - Ability to Set Usage Restrictions & Limits 				
<ul style="list-style-type: none"> Customer Loyalty Management System - Reward Customer Purchases with Redeemable Points - Manage Customer Points & View Log History of Points - Ability to Customize Redemption Criteria 	per Website	1.00		
<ul style="list-style-type: none"> 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 				
<ul style="list-style-type: none"> Mobile-Enabled / Optimised - Desktop / Mobile / Tablet Optimized - Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge) 	per Website	1.00		

<ul style="list-style-type: none"> Basic Data Visualization Capabilities/Reports - Sales Revenue & Order Reports - Products & Categories Reports - Coupon Code Reports - Inventory Stock Reports - Taxes Reports - Customer Reports 					
<ul style="list-style-type: none"> Digital Marketing / Engagement - Integration with Google Analytics (Audience, Acquisition, Behaviour & 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 		per Website	1.00		
<ul style="list-style-type: none"> Omni Channel Engagement - Facebook Shop Listing - Instagram Shop Listing 					
<p>2) Hardware Not Applicable</p>					
<p>3) Professional Services</p> <ul style="list-style-type: none"> - Project Management (Dedicated Project Manager) - User Acceptance Testing - Domain Name Server Setup - Email Configuration - cPanel Server Configuration - SSL Setup Configuration 		per Website	1.00		
<p>4) Training</p> <ul style="list-style-type: none"> - 1 Training Session (Face to Face / Online) - 1 Detailed Handover Documentation 		per Training Session	1.00		
<p>5) Others Not Applicable</p>					
Total				\$ 9,000.00	\$ 9,000.00

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