

<b>Company</b>	Corsiva Lab Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Corsiva Lab - E-Commerce Website Development Version 1.0 - Customized E-Commerce Website with CRM & 2 Marketplace Integration
<b>Appointment Period</b>	23 July 2020 to 22 July 2021
<b>Extended Appointment Period<sup>2</sup></b>	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"> <li>- User Management System</li> <li>Ability to Create &amp; Manage Admin User Accounts (Assigning of User Roles)</li> <li>Ability for B2C Customers to Create an Account to Manage Profile Information &amp; Order History</li> <li>Ability for B2B Partners to Create an Account to View Tiered Pricing and Submit Order Request</li> </ul>					
<ul style="list-style-type: none"> <li>- Delivery/Logistics System</li> <li>Setup of Customised Delivery Fees</li> <li>Integration with 3rd Party Logistics Provider via Plugins</li> </ul>	per Website	1.00			
<ul style="list-style-type: none"> <li>- Cart &amp; Checkout System</li> <li>Online Shopping Cart</li> <li>Checkout Functionality</li> <li>Cart Abandonment Reminder Capability</li> <li>Integration with Xero/QuickBooks/MYOB via Plugins (Choose One)</li> </ul>					
<ul style="list-style-type: none"> <li>Inventory Management System</li> <li>- Ability to Manage Inventory Stock for Each Product</li> <li>- Automated Reminders for Low/Zero Inventory Stock Count</li> <li>- Bulk Inventory Update Capability</li> </ul>					
<ul style="list-style-type: none"> <li>Promotion Management System</li> <li>- Ability to Create &amp; Manage Coupon Codes (\$ or % OFF)</li> <li>- Ability to Set Expiry Dates</li> <li>- Ability to Set Usage Restrictions &amp; Limits</li> </ul>					
<ul style="list-style-type: none"> <li>Customer Loyalty Management System</li> <li>- Reward Customer Purchases with Redeemable Points</li> <li>- Manage Customer Points &amp; View Log History of Points</li> <li>- Ability to Customize Redemption Criteria</li> </ul>	per Website	1.00			
<ul style="list-style-type: none"> <li>Secured E-Payment</li> <li>- Secured E-Payment for Visa/Mastercard/AMEX Credit/Debit Cards via Integration with Plugins</li> <li>- Additional Payment Methods: Direct Bank Transfer, Cash on Delivery, Dynamic PayNow</li> </ul>					
<ul style="list-style-type: none"> <li>Mobile-Enabled / Optimised</li> <li>- Desktop / Mobile / Tablet Optimized</li> <li>- Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge)</li> </ul>					
<ul style="list-style-type: none"> <li>Basic Data Visualization Capabilities/Reports</li> <li>- Sales Revenue &amp; Order Reports</li> <li>- Products &amp; Categories Reports</li> <li>- Coupon Code Reports</li> <li>- Inventory Stock Reports</li> <li>- Taxes Reports</li> <li>- Customer Reports</li> </ul>	per Website	1.00			

<ul style="list-style-type: none"> <li>Digital Marketing / Engagement</li> <li>- Integration with Google Analytics (Audience, Acquisition, Behaviour &amp; Conversion Insights)</li> <li>- Integration with Facebook Pixel</li> <li>- Splash Pop-up Marketing Notice</li> <li>- Newsletter Integration via Plugins</li> <li>- Live Chat Integration via Plugins</li> <li>- Setup of Customised Contact Form</li> <li>- Product Upsell Functionality</li> <li>- Wishlist Functionality</li> </ul>		per Website	1.00		
<ul style="list-style-type: none"> <li>Omni Channel Engagement</li> <li>- Facebook Shop Listing</li> <li>- Instagram Shop Listing</li> </ul>					
<ul style="list-style-type: none"> <li>Customer Relationship Management Module</li> <li>- Integration with Hubspot/Salesforce via Plugins (Choose One)</li> </ul>					
<ul style="list-style-type: none"> <li>Global Marketplace</li> <li>- Integration with Lazada/Shopee/Qoo10/Amazon via Plugins (Choose Two)</li> </ul>					
2) Hardware					
Not Applicable					
3) Professional Services					
<ul style="list-style-type: none"> <li>- Project Management (Dedicated Project Manager)</li> <li>- User Acceptance Testing</li> <li>- Domain Name Server Setup</li> <li>- Email Configuration</li> <li>- cPanel Server Configuration</li> <li>- SSL Setup Configuration</li> </ul>		per Website	1.00		
<ul style="list-style-type: none"> <li>- Integration with Customer Relationship Management System (Hubspot/Salesforce)</li> </ul>		per Integration	1.00		
<ul style="list-style-type: none"> <li>- Integration with Global Marketplace (Lazada/Shopee/Qoo10/Amazon)</li> </ul>		per Integration	2.00		
4) Training					
<ul style="list-style-type: none"> <li>- 1 Training Session (Face to Face / Online)</li> <li>- 1 Detailed Handover Documentation</li> </ul>		per Training 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