Company	EFusion Technology Pte Ltd
Digital Solution Name & Version Number[1]	EPSProfessional V1.7
Appointment Period	30 January 2020 to 29 January 2021
Extended Appointment Period[2]	30 January 2021 to 29 January 2022

wef 25 November 2021

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 **Scope of work:** - Aesthetic design + Conceptualization + UI/UX design - $300 or 10 d/ls of premium stock images from shutterstock - First 10 products inserted as benchmark (rest via CSV or migration) - First 10 editable static pages (admin can create more from the back-end) - Implementation of proven open-source shopping cart system (Prestashop 1.7) with latest stable versions and security patches - Tested for more than 100,000 products on VPS hosting		Per Bundle	1.00		
Content Management System: Prestashop 1.7 (Open Source)		Per Bundle	1.00		
Online Shop Modules					
Secured E-Payment - Customer can pay by PayPal/Hitpay/Stripe with support for Visa/Mastercard/Paynow etc. If there are free plugins from the payment provider, we can help to install.		Per Bundle	1.00		
Online Purchasing - Full categories, brands and products management - Filtering by category and alternative grouping - Suggestive search - Unlimited product sub images (with zoom/lightbox effect) - Multi-tabbed product descriptions - Cross-selling, Up-selling capabilities - Featured products / New / Special / Best Seller listing - 5 customized product status "stickers" - Ability to set certain products NOT-FOR-SALE - Multi-tier pricing by quantity - Multi-group management with unique group pricing for products - Product Specifications Filtering (e.g. color, size, etc) - Manages GST (inclusive or exclusive or no GST) - Stock Management - Order Management - Customer Management - Content Management System (static page editing)		Per Bundle	1.00		
Digital Marketing/Engagement - Welcome email, Wishlist system, Join mailing list, Social sharing, Instagram Feed, On page SEO		Per Bundle	1.00		

Item	Unit	Qty
Inventory Management - Inventory management system where customer cannot purchase more than your assigned stock level - Can also set products to have no stock, no price with an Enquiry Button - Low stock email alert	Per Bundle	1.00
Promotion Management - Abandon Cart report - Promo-code or auto-discount System	Per Bundle	1.00
Customer Loyalty Management - Standard reward point system with redemption of voucher with points - Customer can earn points from purchases and use points to offset next purchase - Admin can set $ to Points ratio and Points to $ ratio	Per Bundle	1.00
Basic Data Visualization Capabilities/Reports - Reporting dashboard on store's performance - Inventory and sales statistics like Quantity on hand, Best customers, Best sellers, Shop search keywords, Current visitors etc - Google Analytics code embedding	Per Bundle	1.00
Mobile-Enabled / Optimised - Mobile Responsive	Per Bundle	1.00
Omni Channel Engagement - Social media linkage on homepage/product page - Facebook/Google login - Sync catalogue to Facebook shop - Facebook messenger/Whatsapp/Hubspot chat widget integrated to website - Hubspot CRM integration for leads monitoring, chat and forms building - Article management system (blog, tips, recipes etc posting) with cross selling	Per Bundle	1.00
Misc setup and configuration B2B Management where different customer groups Management in order to have different price for each group. Ideal for partners like schools, corporate or resellers. - Different payment handling for each group (e.g. Offline, Credit terms) - Different categories displayed for each group (e.g. OEM, hidden products) Shipping table capability or integration with DHL/Fedex etc. Or free 3rd party plugins must be available for installation Newsletter subscription management - Newsletter subscribe box and popup - Subscribers can be stored in system or directly push to mailchimp.com	Per Bundle	1.00

2) Hardware
   Not Applicable

3) Professional Services

Item	Unit	Qty
Specifications/design gathering and consultation with project/design manager	Per Manday	1.00
Installation on web server with WHM/Cpanel hosting manager or equivalent	Per Manday	1.00

	Data migration - Up to first 1000 products - CSV import (system default) - Or migrate from popular open source system (WooCommerce, Prestashop, Opencart, Magento 1.9, Shopify), preserving 70% to best effort of data integrity		Per Manday	1.00			
	Personal Data Protection (GDPR Compliance) setup - Privacy policy page - Privacy policy notification popup and checkboxes		Per Manday	1.00			
	User Acceptance Test (UAT) and fine tuning		Per Manday	1.00			
	Search Engine Optimization (SEO) - One time setup of backend URL generator and search engine friendly settings - Sitemap submission to Google - Meta population for 5 static pages and 5 product pages as sample - Documentation and advisory on content strategy		Per Manday	1.00			
4)	Training - Inclusive of 1 Training Session (2 hours per session via video-conference with recording)		Per Session	1.00			
5)	Others Not Applicable						
			Total		$ 10,000.00		$ 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