Company	Efusion Technology Pte Ltd
Digital Solution Name & Version Number[1]	ePSProfessional Version 1.7 - SME Premium
Appointment Period	10 March 2022 to 09 March 2023
Extended Appointment Period[2]	10 March 2023 to 09 March 2024

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software eCommerce solution design -Type of design: Custom Design -Scope of work: - Aesthetic design + Conceptualization + UI/UX design - First 10 products inserted as a 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		
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) - 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)		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		

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 - Newsletter subscription box and popup, subscriber list can be integrated with MailChimp	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 / Optimized - 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 - Shipping table capability or integration with DHL/FedEx etc. Or free 3rd party plugins must be available for installation	Per Bundle	1.00	

2) Hardware
   Not Applicable

3) Professional Services

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