

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	E-Commerce MPD Package Version 2.0 - Essential
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period²	14 July 2023 to 13 July 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software E-Commerce solution (Design: Customized) Scope of Work: - Development of up to 8 content pages - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development Content Management System: Wordpress Woocommerce Online Shop Modules: Secured E-Payment - Online Purchasing - Shopping Cart (Add to Cart) and Wishlist (Favourites) - Inventory Management - Promotion Management - E-Voucher and Coupon Management System - Customer Relationship Management System - Customer Loyalty Points Module - Digital Marketing Engagement - Mobile Enabled and Optimised - Omni Channel Engagement - Orders Dashboard - Abandon Cart Module - Reports		Licence	1.00		
		Licence	1.00		
2) Hardware Not Applicable					
3) Professional Services - Frontend design consultation and conceptualisation - User Acceptance Test - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Website Loading Speed Optimisation SEO System Setup Mobile POS System		Set up	1.00		
		Set up	1.00		
		Set up	1.00		
4) Training - 3 Hours session		Session	1.00		
5) Others Not Applicable					
Total				\$ 8,975.00	\$ 8,975.00

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