

<b>Company</b>	MediaPlus Digital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	E-Commerce MPD Package Version 2.0 - Woocommerce Elite
<b>Appointment Period</b>	14 July 2022 to 13 July 2023
<b>Extended Appointment Period<sup>2</sup></b>	14 July 2023 to 13 July 2024

wef. 13 July 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Content Management System: WP Woocommerce		Per Software	1.00		
Online Shop Modules		Per Software	1.00		
Secured E-Payment		Per Software	1.00		
Online Purchasing		Per Software	1.00		
Website Traffic Analysis		Per Software	1.00		
Inventory Management		Per Software	1.00		
Promotion Management		Per Software	1.00		
Customer Loyalty Management		Per Software	1.00		
Advanced Data Visualization Capabilities/Reports		Per Software	1.00		
Mobile-Enabled / Optimised		Per Software	1.00		
Security		Per Software	1.00		
User Management		Per Software	1.00		
Customer Relationship Management		Per Software	1.00		
Abandon Cart		Per Software	1.00		
Delivery Management System		Per Software	1.00		
Live Chat / WhatsApp / Facebook Messenger / Telegram		Per Software	1.00		
Newsletter Integration		Per Software	1.00		
SEO System Setup		Per Software	1.00		
2) Hardware					
Not Applicable					
3) Professional Services					

Scoping and documentation	Per Manday	2.00		
Design Work: Custom design with color, font, background and widget personalisation, up to 3 rounds of amendments	Per Manday	4.00		
Setup, configuration and data migration (up to 50 SKUs)	Per Manday	13.00		
UAT and Go Live	Per Solution	1.50		
4) Training E-commerce CMS training (Up to 2 Hours Per Session Via Remote) System Manual Handover	Per Manhour	2.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$ 9,961.00</b>	<b>\$ 5,600.00</b>

<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