

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	MPD E-Commerce SMEs Version - CMS Ecommerce
Appointment Period	26 March 2020 to 25 March 2021
Extended Appointment Period²	26 March 2021 to 25 March 2022

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

Cost Item	Unit Cost (\$\$)	Unit	Quantity	Subtotal (\$\$)	Qualifying Cost * (\$\$)
1) Software / Subscription fee Set includes: - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development - Inventory & Delivery Management Module (i.e. Manage Inventory, Custom Shipping, Local Shipping) - Sales & Promotion Module - E-Payment Module (i.e. Direct Bank Transfer / Paynow, PayPal) - Advanced Content Management Module - E-Commerce Features (i.e. Coupon Management System, Customer Relationship Management System, Wishlists, Items Reviews) - Dashboard Onsite SEO - Page Title & Meta Description Optimisation - Header Optimisation (H1 – H2) - Image Optimisation (Alt Tag and Rename) - SEO URL Rewriting Recommendations Chatbot - Display products found and links to the product page - Answering of common questions that can be preloaded into the chatbot		Per set	1		
2) Hardware Not Applicable					
3) Professional Services Set includes: - Specification gathering and consultation - Frontend design and conceptualisation - Backend program and development - Set up and configuration - Uploading of up to 30 products - Web Design and Conceptualization - Data Analytics - Acceptance Test - Mobile/Tablet responsive templating - SEO Friendly URLs Rewriting - Design of Slideshows / Banners / Favicon - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Complimentary of 30 Stock Images - Website Loading Speed Optimisation - Integration to Social Media Platform (i.e. Facebook, Twitter, Instagram) 12 months Technical Support Integration with 3rd Party POS (i.e. Raptor, Octopus, Epoint)		Per integration			
4) Training Up to 3 PAX		Per session	1.00		
5) Others					
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