

<b>Company</b>	PIXEL MECHANICS PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	PixelCommerce Version 5.9.3 - Essentials
<b>Appointment Period</b>	15 September 2022 to 14 September 2023
<b>Extended Appointment Period<sup>2</sup></b>	15 September 2023 to 14 September 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: - Project requirements consultation / Project management - Website digital strategy and content strategy - Custom website UX design per company's brand guide - Presentation of detailed style guide - Presentation of custom design inner pages - Implementation of up to 15 Informative Pages + eCommerce pages. - User acceptance testing - SMTP email configuration - Domain name server setup - cPanel server configuration - SSL setup configuration - Website launch. (Files and database migration from staging to live)  Content Management System: Wordpress + Woocommerce - Ability to view/add/edit/delete website contents  Online Shop Modules  Secured E-Payment: - Credit cards and Dynamic PayNow - Static PayNow, Bank Transfer, Cheque, C.O.D  Online Purchasing  Orders Management Module: - Ability to view/add/edit/delete eCommerce orders - Ability to update eCommerce order status - Ability to filter and sort eCommerce orders - Ability to add/edit/delete order notes  Products Management Module: - Ability to view/add/edit/delete products - Ability to view/add/edit/delete product categories - Ability to view/add/edit/delete product attributes - Ability to view/add/edit/delete product tags - Ability to update eCommerce order status - Unlimited Product SKUs, Pixel Mechanics will assist to upload up to 100 SKUs  User Management Module: - Ability to view/add/edit/delete Admin user accounts - Ability to view/add/edit/delete user roles (admin / shop manager / editor / subscribers) - Ability for Customers to create and manage account (profile Information & order history)		Man Days	8.50		
		Man Days	1.00		
		Man Days	0.50		
		Man Days	0.50		
		Man Days	1.00		
		Man Days	0.50		

<p>Delivery/Logistics Module:</p> <ul style="list-style-type: none"> <li>- Setup of flat / table rate delivery fees</li> <li>- Setup of shipping zones, options, and classes</li> <li>- Integration with 3rd Party logistics provider via plugins</li> </ul>	Man Days	0.50		
<p>Shopping Cart Module:</p> <ul style="list-style-type: none"> <li>- Add-to-cart (Quick / Classic)</li> <li>- Checkout functionality</li> <li>- Wishlist and compare features</li> <li>- Automated free shipping calculator</li> <li>- Automated tax calculations (if any)</li> <li>- Apply Coupons (if any)</li> </ul>	Man Days	0.50		
<p>Digital Marketing/Engagement:</p> <ul style="list-style-type: none"> <li>- Ability to view/add/edit/delete blog articles</li> <li>- Ability to view/add/edit/delete blog article categories and tags</li> <li>- Ability to manage article comments</li> <li>- Integration with Google Analytics (Audience, Acquisition, Behaviour &amp; Conversion Insights)</li> <li>- Integration with Facebook Pixel</li> <li>- Splash Pop-up Marketing Notice</li> <li>- Newsletter Integration via Plugins</li> <li>- Live Chat Integration via Plugins</li> <li>- Setup of Customised Contact Form</li> </ul>	Man Days	1.00		
<p>Inventory Management:</p> <ul style="list-style-type: none"> <li>- Ability to manage product stock levels</li> <li>- Automated email reminders for Low/Zero inventory stock count</li> <li>- Ability to define backorders"</li> </ul>	Man Days	0.50		
<p>Promotion Management:</p> <ul style="list-style-type: none"> <li>- Ability to view/add/edit/delete coupon codes (fixed / percentage)</li> <li>- Ability to manage coupon expiry dates</li> <li>- Ability to set coupon usage restrictions &amp; limits</li> <li>- Ability to manage product promo price (discount)</li> <li>- Ability to schedule product promo period</li> <li>- Ability to label 'hot' 'sale' 'new' products</li> </ul>	Man Days	0.50		
<p>Customer Loyalty Management:</p> <ul style="list-style-type: none"> <li>- Reward customer purchases with redeemable points</li> <li>- Manage customer points &amp; track points history</li> <li>- Ability to customize redemption criterias</li> </ul>	Man Days	0.50		
<p>Basic Data Visualization Capabilities:</p> <ul style="list-style-type: none"> <li>- Sales revenue &amp; order reports</li> <li>- Products &amp; categories reports</li> <li>- Coupon code reports</li> <li>- Inventory stock reports</li> <li>- Taxes reports</li> <li>- Customer reports</li> </ul>	Man Days	0.50		
<p>Mobile-Enabled / Optimised:</p> <ul style="list-style-type: none"> <li>- Desktop / Mobile / Tablet Optimized</li> <li>- Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge)</li> </ul>	Man Days	1.00		
<p>Omni Channel Engagement:</p> <ul style="list-style-type: none"> <li>- Facebook Shop Listing</li> <li>- Instagram Shop Listing</li> </ul>	Man Days	0.50		
2) Hardware Not Applicable				
3) Professional Services Not Applicable				
4) Training - 1 Training session (1 Hour) - 1 Detailed handover tutorial deck - 24/7 online knowledgebase access	Man Days	0.50		

5) Others Not Applicable					
<b>Total</b>				\$ 9,000.00	\$ 9,000.00

<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