

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	PixelCommerce Version 5.9.3 - B2B / B2C Hybrid
Appointment Period	15 September 2022 to 14 September 2023
Extended Appointment Period²	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 - PO payment gateway 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 - PDF Invoices - System emails customizer - Wholesale / Bulk orders - Quotation system - Sales rep masquerade 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 - Ability to view/add/edit/delete product size guides - Unlimited Product SKUs, Pixel Mechanics will assist to upload up to 100 SKUs - Advanced bulk product editor - Product price rules, bulk discounts, MOQ - Product access control		Man Days	8.50		
		Man Days	1.00		
		Man Days	1.50		
		Man Days	2.00		
		Man Days	2.00		

<p>User Management Module:</p> <ul style="list-style-type: none"> - Dedicated B2B / B2C Client Panel - 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) - Customer tiers and user access control 	Man Days	2.00			
<p>Delivery/Logistics Module:</p> <ul style="list-style-type: none"> - Setup of flat / table rate delivery fees - Setup of shipping zones, options, and classes - Integration with 3rd Party logistics provider via plugins - Ability to add tracking codes to order emails - Shipping / payment control 	Man Days	1.00			
<p>Shopping Cart Module:</p> <ul style="list-style-type: none"> - Add-to-cart (Quick / Classic) - Checkout functionality - Wishlist and compare features - Automated free shipping calculator - Automated tax calculations (if any) - Apply coupons (if any) 	Man Days	0.50			
<p>Digital Marketing/Engagement:</p> <ul style="list-style-type: none"> - Ability to view/add/edit/delete blog articles - Ability to view/add/edit/delete blog article categories and tags - Ability to manage article comments - Integration with Google Analytics (Audience, Acquisition, Behaviour & Conversion Insights) - Integration with Facebook Pixel - Splash Pop-up Marketing Notice - Newsletter Integration via Plugins - Live Chat Integration via Plugins - Setup of Customised Contact Form 	Man Days	1.00			
<p>Inventory Management:</p> <ul style="list-style-type: none"> - Ability to manage product stock levels - Automated email reminders for Low/Zero inventory stock count - Ability to define backorders - Bulk adjust inventory - Set product warehouse locations - Ability to view/add/edit/delete purchase price - Ability to view/add/edit/delete suppliers - Ability to view/add/edit/delete POs 	Man Days	1.00			
<p>Promotion Management:</p> <ul style="list-style-type: none"> - Ability to view/add/edit/delete coupon codes (fixed / percentage) - Ability to manage coupon expiry dates - Ability to set coupon usage restrictions & limits - Ability to manage product promo price (discount) - Ability to schedule product promo period - Ability to label 'hot' 'sale' 'new' products - Automated up-sell/cross-sell popup - Bulk/custom discounts, tired pricing 	Man Days	1.00			
<p>Customer Loyalty Management:</p> <ul style="list-style-type: none"> - Reward customer purchases with redeemable points - Manage customer points & track points history - Ability to customize redemption criterias 	Man Days	0.50			
<p>Basic Data Visualization Capabilities:</p> <ul style="list-style-type: none"> - Sales revenue & order reports - Products & categories reports - Coupon code reports - Inventory stock reports - Taxes reports - Customer reports 	Man Days	1.00			

Mobile-Enabled / Optimised: - Desktop / Mobile / Tablet Optimized - Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge)		Man Days	1.00		
Omni Channel Engagement: - Facebook Shop Listing - Instagram Shop Listing		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					
Total				\$ 12,500.00	\$ 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