

Company	Shopline Commerce Pte Ltd
Digital Solution Name & Version Number¹	SHOPLINE e-Commerce Solution - Customized eCommerce Website Development Package + Digital Marketing (Advanced)
Appointment Period	12 August 2021 to 11 August 2022
Extended Appointment Period²	12 August 2022 to 11 August 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software All In One (E-commerce, Social, POS) Plan: >Online Store (Mobile Enabled / Optimised) >Product Inventory Management >Payment and Logistics Management >Order Management >Customer Relationship Management >Marketing Tools >Data Analytics >Membership Management >Facebook Integration >Cloud based POS system >POS Membership Management 8 X Modules: 1. Promotion module 2. CRM- Credits module 3. CRM- Membership module 4. Advanced Store Management module 5. Re-engagement module 6. Marketplace module 7. Shoplytics (Pro) module 8. Staff Management module Website Design & Development: >Design and build a customized and responsive webstore >Creation of web banners & webstore infrastructure		per year	1.00		
2) Hardware Not Applicable					
3) Professional Services Project Requirement Services: >eCommerce Strategy Consultation >Digital Marketing Consultation >Webstore Architecture & Structuring Consultation >Testing & fine-tuning >User Acceptance Testing		per setup	1.00		
4) Training Training: >Dedicated training sessions with Key Account Manager >On-site or Zoom video training >Online Guide		per setup	1.00		
5) Others Not Applicable					
Total				\$ 11,558.00	\$ 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