

<b>Company</b>	Webcada Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Shopcada Ecommerce - Standard
<b>Appointment Period</b>	11 August 2022 to 10 August 2023
<b>Extended Appointment Period<sup>2</sup></b>	11 August 2023 to 10 August 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software e-commerce solution design -Type of design: Templated -Scope of work: Selection and configuration of pre-designed template for storefront UI Setup and configure the store  Content Management System: Shopcada  Secured E-Payment - Secured E-Payment for Credit Card, E-wallets & PayNow - Additional payment methods: Bank Transfers and Cash on delivery  Online Purchasing - Shopping Cart  Digital Marketing/Engagement - EDM integration with Mailchimp - Google Analytics UA, Google Analytics 4, Google Tag Manager with Enhanced Ecommerce Data Layer, Facebook Pixel & Facebook Conversion API, Tiktok Pixel & Tiktok Event API  Inventory Management - Inventory management system (Bulk inventory management system) with detail inventory movement tracking & multiple inventory location  Promotion Management - Customer, Order & Discount Management System - Abandon Cart feature  Customer Loyalty Management - Reward Points Module  Basic Data Visualization Capabilities/Reports - Reporting dashboard on store's performance - Sales Report, Order Summary, Fulfilment Report, Refund Report, Product Report, Inventory & Sell Through Report, Discount Usage Report - Google Analytics Reporting  Mobile-Enabled / Optimised - Mobile Responsive  Omni Channel Engagement - Facebook & Google Shop Listing  e-Vouchers Management - Store Credit		Per Bundle	1.00		
2) Hardware Not Applicable					
3) Professional Services					

Project Management with Dedicated Project Manager - Project Requirements & Ecommerce Strategy Consultation - User Acceptance Testing - Domain Name Setup and Configuration - Google Analytics Setup		Per Bundle	1.00		
4) Training Training - Inclusive of 1 On-site / Zoom Training Session (2 hours per session) - Online guide provided		Per Bundle	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 5,900.00	\$ 5,900.00

<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