

Company	Webcada Pte. Ltd.
Digital Solution Name & Version Number¹	Shopcada Ecommerce - Premium
Appointment Period	11 August 2022 to 10 August 2023
Extended Appointment Period²	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: Custom -Scope of work: Custom design for Home Page, Product Listing Page, Product Detail Page x 3 device size (Desktop, Tablet, Mobile) Setup and configure the ecommerce 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 & Membership Module Basic Data Visualization Capabilities - 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 Global Marketplace - Integration with Lazada, Shopee, and Zalora e-Vouchers Management - Gift Certificate - Store Credit		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Bundle	1.00		
		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					
Total				\$ 9,900.00	\$ 9,900.00

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