

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	Corsiva Lab E-Commerce Website Development - Customized E-Commerce Website Development Package
Appointment Period	01 September 2022 to 31 August 2023
Extended Appointment Period²	01 September 2023 to 31 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 Design Scope of work: - Requirements Gathering Consultation - Planning of Strategic User Experience Journey Flow - Fully Customized User Interface Design According to Company's Brand Guidelines - Presentation of Detailed Style Guide - Presentation of Designed Website Pages - Implementation of up to 15 informative pages + Ecommerce pages Content Management System: WordPress WooCommerce Content Management System - Ability to Self Create/Edit/Delete New & Existing Website Content - Ability to Self Upload/Edit/Delete New & Existing Website Images Online Purchasing - Product Management System Ability to Create/Edit/Delete New & Existing Products Ability to Create/Edit/Delete New & Existing Product Categories Unlimited Product SKUs, Corsiva Lab will Assist to Upload 200 SKUs - Order Management System Ability to Manage New & Existing E-Commerce Orders Ability to Update Order Status & Order Notes Ability to Seamlessly Filter & Arrange E-Commerce Orders - User Management System Ability to Create & Manage Admin User Accounts (Assigning of User Roles) Ability for B2C Customers to Create an Account to Manage Profile Information & Order History Ability for B2B Partners to Create an Account to View Tiered Pricing and Submit Order Request - Delivery/Logistics System Setup of Customised Delivery Fees Integration with 3rd Party Logistics Provider via Plugins - Cart & Checkout System Online Shopping Cart Checkout Functionality Cart Abandonment Reminder Capability		per Bundle	1.00		
		per Bundle	1.00		
		per Bundle	1.00		
		per Bundle	1.00		

<p>Online Purchasing</p> <p>Inventory Management System</p> <ul style="list-style-type: none"> - Ability to Manage Inventory Stock for Each Product - Automated Reminders for Low/Zero Inventory Stock Count - Bulk Inventory Update Capability <p>Promotion Management System</p> <ul style="list-style-type: none"> - Ability to Create & Manage Coupon Codes (\$ or % OFF) - Ability to Set Expiry Dates - Ability to Set Usage Restrictions & Limits <p>Customer Loyalty Management System</p> <ul style="list-style-type: none"> - Reward Customer Purchases with Redeemable Points - Manage Customer Points & View Log History of Points - Ability to Customize Redemption Criteria <p>Secured E-Payment</p> <ul style="list-style-type: none"> - Secured E-Payment for Visa/Mastercard/AMEX Credit/Debit Cards via Integration with Plugins - Additional Payment Methods: Direct Bank Transfer, Cash on Delivery, Dynamic PayNow <p>Mobile-Enabled / Optimised</p> <ul style="list-style-type: none"> - Desktop / Mobile / Tablet Optimized - Cross Browser Optimized (Google Chrome, Mozilla Firefox, Safari, Microsoft Edge) <p>Online Purchasing</p> <p>Basic Data Visualization Capabilities/Reports</p> <ul style="list-style-type: none"> - Sales Revenue & Order Reports - Products & Categories Reports - Coupon Code Reports - Inventory Stock Reports - Taxes Reports - Customer Reports <p>Digital Marketing / Engagement</p> <ul style="list-style-type: none"> - 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 - Product Upsell Functionality - Wishlist Functionality <p>Omni Channel Engagement</p> <ul style="list-style-type: none"> - Facebook Shop Listing - Instagram Shop Listing 							
2) Hardware	Not Applicable						
3) Professional Services	<ul style="list-style-type: none"> - Project Management (Dedicated Project Manager) - User Acceptance Testing - Domain Name Server Setup - Email Configuration - cPanel Server Configuration - SSL Setup Configuration 	per Bundle	1.00				
4) Training	<ul style="list-style-type: none"> - 1 Training Session (Face to Face / Online) - 1 Detailed Handover Documentation 	per Session	1.00				
5) Others	Not Applicable						
Total				\$	9,000.00	\$	9,000.00

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