

Company	Creative E-World Pte Ltd
Digital Solution Name & Version Number¹	Creative eShop - Creative eShop Package Standard
Appointment Period	11 November 2021 to 10 November 2022
Extended Appointment Period²	11 November 2022 to 10 November 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Software					
Design and conceptualization- Custom					
- Up to 2 designs					
Content Management System: WooCommerce					
Online Shop Modules :					
Secure E-payment- Credit card & paynow					
Additional payment methods-Bank Transfers and cash on delivery		Per Bundle	1.00		
Online Purchasing- Shopping cart					
Digital Marketing/ Engagement- ecommerce					
Marketing Automation					
Inventory Management- inventory input for different parameters eg. Color, sizes etc.					
Promotional Management- Discounted price from retail price and Promo Code.					
Customer Loyalty Management-Reward Points					
Basic Data Visualisation capabilities / Reports					
-Reporting dashboard					
-Inventory, sales Report and Google Analytics Report					
Mobile Enabled / Optimised					
Omni Channel Engagement					
- Livechat/ Whatsapp/ Social media links					
Landing Page Module					
CMS Module					
Multiple level category and sub category Module					
Standard membership Module					
Admin backend login Module		Per Bundle	1.00		
Delivery Module					
Block out date feature					
Status bar to entitle free delivery					
Parameter grouping Module					
FAQ or News or Gallery Module					
Recommended Product Display Module					
Basic Filtering Module					
Product Import Module					
Abandon Cart Reminder feature					
Notify me feature when stock is available					
Allow RFQ function					
2) Hardware					
Not Applicable					
3) Professional Services					
-Specification gathering & consultation					
-Customized design and conceptualization					
-Data migration and testing					
-Programming , Set up and configuration		Per Bundle	1.00		
-User Acceptance testing					
4) Training					
-1 session of online briefing (Up to 3hrs) on admin backend &/or recorded modules for training.					
- Inclusive of handover		Per Bundle	1.00		
5) Others					
Not Applicable					
Total				\$ 11,800.00	\$ 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