

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	E-Commerce MPD Package Version 2.0 - Elite
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period²	14 July 2023 to 13 July 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: Customized) Scope of Work: - Development of up to 12 content pages - Creation, Setup & Implementation of E-Commerce - Front End Development - Back End Development Content Management System: Wordpress Woocommerce Online Shop Modules: Secured E-Payment - Online Purchasing - Shopping Cart (Add to Cart) and Wishlist (Favourites) - Inventory Management - Promotion Management - E- Voucher and Coupon Management System - Customer Relationship Management System - Customer Loyalty Points Module - Orders Dashboard - Abandon Cart Module - Reports - Digital Marketing Engagement - Mobile Enabled and Optimised - Omni Channel Engagement		Licence	1.00		
		Licence	1.00		
2) Hardware Not Applicable					
3) Professional Services - Frontend design consultation and conceptualisation - User Acceptance Test - Google Live Map Integration - Creation of Enquiry Forms / Thank You page - Website Loading Speed Optimisation Live Chat Integration with Live Chat, Chat Bot or Third Party Chat Platforms SEO System Setup		Set up	1.00		
		Set up	1.00		
		Set up	1.00		
4) Training - 3 Hours session		Session	1.00		
5) Others Not Applicable					
Total				\$ 9,985.00	\$ 9,985.00

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