

<b>Company</b>	Orfeostory Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	OS Store E-Commerce - Premium
<b>Appointment Period</b>	07 October 2021 to 06 October 2022
<b>Extended Appointment Period<sup>2</sup></b>	07 October 2022 to 06 October 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software					
e-commerce solution design -Type of design: Custom Design -Scope of work: Project Requirement consultation Provide Design concept in HTML with up to 3 revisions Total number of pages up to 20		Per Bundle	1.00		
Content Management System: WordPress WooCommerce		Inclusive in Software Bundle	1.00		
Online Shop Modules					
Secured E-Payment - Any mainstream payment gateways - Up to 3 payment gateways - Additional payment methods: PayNow, bank transfer and Cash on delivery		Inclusive in Software Bundle	1.00		
Digital Marketing/Engagement - integrated with FB, Instagram, Pinterest Social media sites		Inclusive in Software Bundle	1.00		
Online Purchasing module - Shopping cart		Inclusive in Software Bundle	1.00		
Inventory Management - Inventory management system		Inclusive in Software Bundle	1.00		
Promotion Management - Coupon code management - Product bundle management - Abandon Cart feature		Inclusive in Software Bundle	1.00		
Customer Loyalty Management - Advanced Reward points module		Inclusive in Software Bundle	1.00		
Basic Data Visualization Capabilities/Reports - best selling items, total sales, net sales, orders, top categories, variations sold. Filtering by date range - Google analytics reporting		Inclusive in Software Bundle	1.00		
Mobile-Enabled / Optimised - Optimised for mobilephones and tablets		Inclusive in Software Bundle	1.00		
Omni Channel Engagement - Facebook shop listing		Inclusive in Software Bundle	1.00		

Order Management	Inclusive in Software Bundle	1.00		
Newsletter - mailchimp integration	Inclusive in Software Bundle	1.00		
FAQ module	Inclusive in Software Bundle	1.00		
Invoice Module - Customised PDF invoice	Inclusive in Software Bundle	1.00		
Global Marketplace - Integration with Lazada, Shopee and Qoo10 - SelluSeller module	Inclusive in Software Bundle	1.00		
Point of Sales Module - OpenPOS module	Inclusive in Software Bundle	1.00		
e-Vouchers Management - Giftcard management	Inclusive in Software Bundle	1.00		
Product Management - Product import and export	Inclusive in Software Bundle	1.00		
2) Hardware N.A	Per unit	1.00		
3) Professional Services Professional Services - Project Requirement Consultation - Customised Design Concepts - System Configuration - User Acceptance Testing - Debugging - On-Page Basic SEO - Preparation of technical document for website - System instruction guide document for CMS usage  - Google Analytics setup - Integration with facebook shop - Setup for Customised PDF invoice to customer format - Setup and customisation for Product Bundle - Multiple Payment Gateway setup - Setup of giftcard and e-vouchers module - Integration with SelluSeller Global Marketplace module - Setup and customisation for POS module - Setup and assistance for Product Import	Per Setup	1.00		
4) Training Training - On-Site or Off-Site Ecommerce user training on the use of the Content management system. 8 hours can be utilised onsite and offsite - Inclusive of 1 handover document	Per Session	1.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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