

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	PixelCommerce Version 5.9.3 - Product Focused
Appointment Period	15 September 2022 to 14 September 2023
Extended Appointment Period²	15 September 2023 to 14 September 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software eCommerce solution design -Type of design: Custom Design Scope of work: - Project requirements consultation / Project management - Website digital strategy and content strategy - Custom website UX design per company's brand guide - Presentation of detailed style guide - Presentation of custom design inner pages - Implementation of up to 15 Informative Pages + eCommerce pages. - User acceptance testing - SMTP email configuration - Domain name server setup - cPanel server configuration - SSL setup configuration - Website launch. (Files and database migration from staging to live) Content Management System: Wordpress + Woocommerce - Ability to view/add/edit/delete website contents Online Shop Modules Secured E-Payment: - Credit cards and Dynamic PayNow - Static PayNow, Bank Transfer, Cheque, C.O.D Online Purchasing Orders Management Module: - Ability to view/add/edit/delete eCommerce orders - Ability to update eCommerce order status - Ability to filter and sort eCommerce orders - Ability to add/edit/delete order notes - PDF Invoices - System emails customizer Products Management Module: - Ability to view/add/edit/delete products - Ability to view/add/edit/delete product categories - Ability to view/add/edit/delete product attributes - Ability to view/add/edit/delete product tags - Ability to update eCommerce order status - Ability to view/add/edit/delete product size guides - Unlimited Product SKUs, Pixel Mechanics will assist to upload up to 100 SKUs - Flexible product options / bundles - Advanced bulk product editor User Management Module: - Ability to view/add/edit/delete Admin user accounts - Ability to view/add/edit/delete user roles (admin / shop manager / editor / subscribers) - Ability for Customers to create and manage account (profile Information & order history)		Man Days	8.50		
		Man Days	1.00		
		Man Days	0.50		
		Man Days	0.50		
		Man Days	1.00		
		Man Days	0.50		

<p>Delivery/Logistics Module:</p> <ul style="list-style-type: none"> - Setup of flat / table rate delivery fees - Setup of shipping zones, options, and classes - Integration with 3rd Party logistics provider via plugins - Ability to add tracking codes to order emails 	Man Days	0.50			
<p>Shopping Cart Module:</p> <ul style="list-style-type: none"> - Add-to-cart (Quick / Classic) - Checkout functionality - Wishlist and compare features - Automated free shipping calculator - Automated tax calculations (if any) - Apply coupons (if any) - Cart abandonment reminder capability 	Man Days	0.50			
<p>Digital Marketing/Engagement:</p> <ul style="list-style-type: none"> - Ability to view/add/edit/delete blog articles - Ability to view/add/edit/delete blog article categories and tags - Ability to manage article comments - 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 	Man Days	1.00			
<p>Inventory Management:</p> <ul style="list-style-type: none"> - Ability to manage product stock levels - Automated email reminders for Low/Zero inventory stock count - Ability to define backorders - Bulk adjust inventory - Set product warehouse locations - Ability to view/add/edit/delete purchase price - Ability to view/add/edit/delete suppliers - Ability to view/add/edit/delete POs 	Man Days	1.00			
<p>Promotion Management:</p> <ul style="list-style-type: none"> - Ability to view/add/edit/delete coupon codes (fixed / percentage) - Ability to manage coupon expiry dates - Ability to set coupon usage restrictions & limits - Ability to manage product promo price (discount) - Ability to schedule product promo period - Ability to label 'hot' 'sale' 'new' products - Automated up-sell/cross-sell popup - Bulk/custom discounts, tired pricing 	Man Days	1.00			
<p>Customer Loyalty Management:</p> <ul style="list-style-type: none"> - Reward customer purchases with redeemable points - Manage customer points & track points history - Ability to customize redemption criterias 	Man Days	0.50			
<p>Basic Data Visualization Capabilities:</p> <ul style="list-style-type: none"> - Sales revenue & order reports - Products & categories reports - Coupon code reports - Inventory stock reports - Taxes reports - Customer reports 	Man Days	0.50			
<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) 	Man Days	1.00			
<p>Omni Channel Engagement:</p> <ul style="list-style-type: none"> - Facebook Shop Listing - Instagram Shop Listing 	Man Days	0.50			

e-Vouchers Management: - Ability to generate e-vouchers (fixed/percentage discount) - Online / in-store vouchers redemptions - Ability to self customize vouchers with drag-n-drop builder - Ability to set voucher valid dates / expiry - Gift voucher recipients message - e-Vouchers reports		Man Days	1.00		
2) Hardware Not Applicable					
3) Professional Services Not Applicable					
4) Training - 1 Training session (1 Hour) - 1 Detailed handover tutorial deck - 24/7 online knowledgebase access		Man Days	0.50		
5) Others Not Applicable					
				Total \$ 10,000.00	\$ 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