Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number[1]	PixelCommerce Version 5.9.3 - Service Focused
Appointment Period	15 September 2022 to 14 September 2023
Extended Appointment Period[2]	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)		Man Days	8.50		
Content Management System: Wordpress + Woocommerce - Ability to view/add/edit/delete website contents		Man Days	1.00		
Online Shop Modules Secured E-Payment: - Credit cards and Dynamic PayNow - Static PayNow, Bank Transfer, Cheque, C.O.D		Man Days	0.50		
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		Man Days	0.50		
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		Man Days	1.00		
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	0.50		

		Man Days	0.50			

Delivery/Logistics Module:
- Setup of flat / table rate delivery fees
- Setup of shipping zones, options, and classes
- Integration with 3rd Party logistics provider via plugins

	Man Days	0.50

Shopping Cart Module:
- Add-to-cart (Quick / Classic)
- Checkout functionality
- Wishlist and compare features
- Automated free shipping calculator
- Automated tax calculations (if any)
- Apply coupons (if any)

	Man Days	0.50

Digital Marketing/Engagement:
- 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

Inventory Management:
- Ability to manage product stock levels
- Automated email reminders for Low/Zero inventory
stock count
- Ability to define backorders
- Bulk adjust inventory

	Man Days	0.50

Promotion Management:
- 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

	Man Days	0.50

Customer Loyalty Management:
- Reward customer purchases with redeemable points
- Manage customer points & track points history
- Ability to customize redemption criterias

	Man Days	0.50

Basic Data Visualization Capabilities:
- Sales revenue & order reports
- Products & categories reports
- Coupon code reports
- Inventory stock reports
- Taxes reports
- Customer reports

	Man Days	0.50

Mobile-Enabled / Optimised:
- Desktop / Mobile / Tablet Optimized
- Cross Browser Optimized (Google Chrome, Mozilla
Firefox, Safari, Microsoft Edge)

	Man Days	1.00

Omni Channel Engagement:
- Facebook Shop Listing
- Instagram Shop Listing

	Man Days	0.50

Service Contract/Package Management:
- Ability to add/edit/delete/view step-by-step packages
booking form for service appointments
- Terms & conditions acceptance checkbox
- Ability to manage appointments on system backend
- Booking form payment gateways
- Ability to track balance credit left in packages
- Service invoice (Basic Layout only)

	Man Days	2.00

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