

Company	Shopmatic Pte Ltd
Digital Solution Name & Version Number¹	Shopmatic - Shopmatic Webstore
Appointment Period	02 February 2023 to 01 February 2024
Extended Appointment Period²	02 February 2024 to 01 February 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Shopmatic 1-year Subscription Custom Design Scope of work: Design of up to 5 web pages customized with SME's brand assets Content Management System: Inbuilt Secured E-Payment Online Purchasing Digital Marketing/Engagement Inventory Management Promotion Management Customer Loyalty Management Basic Data Visualization Capabilities/Reports Mobile-Enabled / Optimised Omni Channel Engagement		per annum	1.00		
2) Hardware Not Applicable					
3) Professional Services i) Project Consultation and Basic Set-up Session - Project Discussion & Requirement scoping to determine SME's requirements for webstore build - Set up E-payment and Logistics Options - Enable Chats - Linking Social Media Platform - Set up custom domain ii) Webstore Building and Content Uploading - Upload content, design and build 5 Pages - Upload Product listing and photos for up to 30 Products using the product csv template iii) Google Analytics and Facebook Pixel setup (1 manday) iv) Project Management		per man-day	1.50		
		per man-day	3.00		
		per man-day	1.00		
		per man-day	1.00		
4) Training i) Personalised hands-on training session (approximately 2 hours) on using the platform with SME representative(s) upon handover of the complete webstore; to be held via video training or onsite ii) 2 x 30 min session: Webstore Designing and Product Catalogue management Can be used as a refresher for current staff OR training for new staff.		per hour	2.00		
		per hour	1.00		
5) Others Not Applicable					
Total				\$ 2,815.00	\$ 2,815.00

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