

## Subject: Proposal submission for e-Commerce website development

Good Day,

Thank you for your inquiry. Attached is our proposal for developing a feature-rich e-Commerce website customized to meet your business needs. The proposal covers all details, including timeline, deliverables, and pricing.

### Suitable for startup companies

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#### **Ready-made package** (pre-built application)

Ready designs (UI) to choose from (store-front) | Delivery within 7 days | Unlimited products & categories

**₹ 24000 - (One-time payment)**

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**Note:** This is a custom-built e-Commerce application developed by our expert team, specifically tailored for small and medium-sized businesses. Unlike open-source platforms like WordPress or Woo-Commerce, our solution is proprietary and optimized for simplicity. The admin panel is user-friendly and can be operated by anyone without prior technical experience.

**Technology:** Our e-Commerce application is developed using the **Laravel framework**, ensuring a secure, scalable, and high-performance web solution tailored for growing businesses.

### Payment Terms

- Development will commence only after receiving a **50% advance payment** along with written order confirmation.
- The **remaining 50% balance** must be paid at the time of the **website launch**.

### One-year warranty

We provide a one-year warranty on all our script functionalities. In the event of any issues arising after the website's launch, we are committed to resolving them at no additional cost.

## Package includes:

- New UI design (based on your requirement)
- Lifetime license
- Unlimited products & categories
- Bug fixing will be provided for one year, applicable only to existing functionalities.
- 2GB hosting - 1 year
- SSL certificate – 1 year
- 3 Business email
- Payment gateway approval & setup
- SMS gateway integration (SMS credit cost will be extra)
- Logistics vendor integration (if required)
- 30 days' free maintenance
- Training to manage the admin panel (five sessions)
- Blog (CMS)
- Google Merchant Center compatible
- Invoice generation (with/without GST)

\* Hosting and SSL can be upgraded if required- Extra charges may apply.

\*\* Business emails can be integrated with Google workspace, if needed. NO EXTRA CHARGES

## Timeline

- e-commerce website delivery within 30 working days from the date of advance payment
- Payment gateway & SMS gateway approval may take up to 10 days
- We can upload products up to 50 along with this development



## Our Ecommerce Website Features

### Admin-centric features:

- Unlimited Products & categories
- Order progress management
- Multiple levels of admin rights (5 website admin users)
- Inventory management
- POS (Point of sale)
- Invoice (PDF)
- SEO Optimised
- 100% CMS
- New order notification via email
- Growth Reports (Sales, delivery & inventory reports)
- Discount Manager

### Customer-centric features:

- Fast-Loading Websites
- Multiple Payment Options
- Product search bar
- Product rating & reviews
- Order tracking
- Social media sharing
- Dynamic product filter
- Wish list and Save-for-Later Option
- Product comparison
- OTP login (SMS package will be extra)
- Order status SMS notification
- Multi-currency

## Demo & Training

- Anyone can operate the admin interface with **five sessions** of training in one month—no coding knowledge needed
- We provide **complete training** on all aspects, from adding products to managing them effectively.
- Follow our inbuilt guidelines carefully for **the best SEO** results.
- We can also provide additional tips to help you achieve a highly SEO-optimized website.
- Technical support available in **English and Tamil**.

## Support Solutions

- We provide **complete support services for eCommerce**, including technical assistance, troubleshooting, updates, SMS, WhatsApp, product editing, security check, website backup, and guidance, except order management, delivery & customer care.
- Based on your requirements, we can prepare and share a **separate support services proposal** tailored to your needs.

## Renewals:

- Domain name renewal - ₹1,300/- per year
- Hosting renewal- 2GB - ₹4,000/- per year
- SSL certificate renewal - ₹2000/- per year
- Security check & regular annual maintenance package starts from: ₹6000

## License & Ownership Terms

### 1. Licensed Use

- The eCommerce application is provided under a **licensed usage model**.
- The client is granted rights to use the application for their business operations but does not own the underlying source code.
- Our **license will be renewed once a year**, together with **hosting and yearly maintenance** services.

### 2. Performance Scaling

- If the client wishes to **scale performance** by migrating to or upgrading high-end servers, our team will provide complete support.
- Such scaling may require **additional development work**, which will be billed separately.



### 3. One-Time Script Purchase

- The client may request to **purchase the script outright** under a one-time payment option.
- This option will be governed by a **separate set of terms and conditions**, which will be shared upon request.
- Pricing and scope will differ from the standard licensed-use model.

### 4. Ownership

- Under the licensed model, the **intellectual property rights** of the application remain with Your Company Name.
- The client owns only the content, data, and branding specific to their business website or application.

## Terms & Conditions

- Work will commence only after receiving the 50% advance payment. The remaining amount must be paid before the website launch.
- UI design revisions must be completed within a maximum of 10 days, with a limit of 6 sets of corrections.
- Product data entry is not included (product image, description and price).
- Hosting, SSL certification, and domain registration are valid for one year and must be renewed annually by the client.
- Payments made are non-refundable under any circumstances.
- This proposal is valid until 2025 December.
- SMS / WhatsApp credits cost will be extra.
- if you require any customization in our pre-built ecommerce application, additional cost will be applicable @ ₹1600/ per hr

## Why Nikitha.com?

For over 22 years, we've partnered with thousands of clients and businesses of all sizes. Our approach is simple: we listen to your needs, understand your goals, and create a website that's beyond what you envision; ensuring it not only looks great but functions flawlessly.

What makes Nikitha.com different is our ability to provide a complete solution for all your web-related needs. Whether helping you choose the perfect domain name, designing a simple website, or building a complex eCommerce platform, we've got you covered. And it doesn't end there—we also offer



ongoing website maintenance and digital marketing solutions. Behind it all is our team of skilled professionals, driven by passion, creativity and a love for learning.

With Nikitha.com, you get a trusted partner for every step of your digital journey.

## We prioritize ethics over technology

"We prioritize integrity and transparency in all our work. Our team delivers results without compromising on ethics, ensuring you can trust us every step of the way."

## We are authorized partners of



Thank you for considering us. We look forward to your response and the opportunity to move forward with this collaboration

**D.Sivakumar**

CEO, Nikitha web development

A handwritten signature in black ink, appearing to be 'D. Sivakumar', written in a cursive style.

Authorized signatory

## Contact info

**Landline:** 044 426 33233 / 044 3143 0197

**Mobile:** 98412 44236 / 74001 76222

**Email:** info@nikitha.com

## Office Address

### Nikitha Web Development

55, 3rd Floor, KadarkaraiThangam Complex,  
Kamala Nehru Nagar 2nd Street, 100 Feet Road,  
Choolaimedu, Chennai - 600094.

**Landmark:** Near Arumbakkam Metro Station,  
Opp. to Ayswariya Mahal

**Google map:** <https://g.page/nikithawebdevelopment?share>

## Our Bank details:

Name: Nikitha

Bank :Canara Bank

Account Number: 0975201012593

Account Type: current Account

Branch: Ashok Nagar

Branch Code: 000975

IFS Code: CNRB0000975

MICR Code: 600015006



