## WEBSITE DEVELOPMENT PLAN AND PRICING FOR AMOSH.COM

### Platform: Shopify (For Ecommerce)

### Introduction

At PP Design and Tech, we specialize in creating modern, scalable, and feature-rich Shopify websites tailored to meet your business needs. With our expertise in Shopify theme customization, app integration, and conversion-focused design, we aim to deliver a seamless and impactful online shopping experience for your customers.

### Objective

To design, develop, and launch a professional Shopify website that aligns with your brand identity, enhances user experience, and boosts online sales.

### Pricing

### Development Cost:

- **Rs 20,000/- 25,000 (Customised as per the requirements) (15 days maintenance free after delivery of the website)**

### Website Features

1. **Responsive Design:** Ensure the website is mobile-friendly and looks great on all devices.
2. **Custom Design**: Create a unique and attractive design that aligns with the client's brand identity.
3. **Content Management System (CMS):** Use Shopify's user-friendly interface to easily manage and update content on the website.
4. **SEO-Friendly:** Optimize the website for search engines to improve visibility and ranking.
5. **Contact Form:** Include a contact form to allow visitors to easily get in touch with the client.

6. **Social Media Integration:** Add social media buttons and feeds to encourage engagement and sharing.
7. **E-commerce Functionality:** Add e-commerce functionality to sell products or services online.
8. **Security Features:** Implement security measures to protect the website from threats and vulnerabilities.
9. **Speed Optimization:** Optimize website speed to ensure fast loading times and a smooth user experience.
10. **Backup and Restore:** Set up regular backups of the website to prevent data loss and facilitate easy restoration if needed.
11. **Customization Options:** Provide options for customization such as different color schemes, fonts, and layouts.
12. **Support and Maintenance:** Offer ongoing support and maintenance services to keep the website running smoothly and up-to-date with the latest trends and technologies.
13. **WhatsApp Chat Integration:** Integrate a WhatsApp chat button or widget to allow visitors to easily chat with the client via WhatsApp for inquiries or support.
14. **Cart Drawer:** Seamlessly view and manage your items with our convenient cart drawer, ensuring a smooth shopping experience from start to checkout.
15. **Order on Whatsapp:** Order with ease using WhatsApp! Simply click to chat and place your order directly through WhatsApp for a personalized shopping experience.
16. **Sticky add to cart:** Never miss adding your favorite items! Our sticky 'Add to Cart' button stays with you as you scroll, making it easy to grab your must-haves.

## Addon Features

1. **Shop By Category In Sliding Format**: A dynamic carousel showcasing categories for seamless browsing and quick navigation.
2. **Clickable Sliding Banner and Video Section**: An interactive slider with banners and videos, each linking to relevant pages for enhanced engagement.
3. **Influencers Pick Section With Video Reels**: A dedicated section featuring video reels of top products curated by influencers to inspire purchases.

4. **Cart Drawer**: A sleek, slide-out cart that displays selected items and allows easy cart management without leaving the current page.

5. **Offer Bar In Cart Drawer**: A progress bar in the cart drawer showing offers or thresholds for additional benefits like free shipping or gifts.

6. **Recommended Products in Cart Drawer**: Personalized product suggestions displayed within the cart drawer to encourage upselling.

7. **Testimonials Section**: A showcase of customer reviews and experiences to build trust and influence purchasing decisions.

8. **Announcement Bar**: A top-of-page banner for displaying key updates, offers, or announcements site-wide.

9. **Product Page Layout**: A thoughtfully designed product page emphasizing visuals, details, and functionality for an intuitive shopping experience.

10. **Offer Section on Product Page**: A highlighted area showcasing ongoing promotions or discounts specific to the product.

11. **Order On Whatsapp Section on Product Page**: A feature enabling customers to directly place orders or inquire about products via WhatsApp.

12. **Percentage Offer Badge**: A visually striking badge displaying the discount percentage directly on product images or listings.

13. **USPs Section**: A section emphasizing the store's unique selling points, such as free shipping, easy returns, or sustainable products.

14. **You May Also Like**: A personalized section suggesting similar or complementary products based on the shopper's browsing or purchase history.

## Scope of Work

**Phase 1:** Discovery and Planning

1. Initial consultation to understand client's business, products, and target audience.
2. Research competitor websites and industry trends.
3. Define project scope, timeline, and budget.
4. Create a sitemap and wireframes for the website.

### Phase 2: Development

1. Set up Shopify account and configure settings.
2. Install and customize a Shopify theme as per the requirements.
3. Add and configure necessary Shopify apps for additional functionality (e.g., payment gateways, shipping options, marketing tools).
4. Import and organize product listings, including images, descriptions, and pricing.
5. Set up navigation menus, collections, and tags for easy browsing.
6. Implement SEO best practices for product and category pages.

### Phase 3: Responsiveness and Integration

1. Implement responsive design for mobile compatibility.
2. Integrate third-party tools or services (e.g. contact forms, WhatsApp chat widget etc.).
3. Test website functionality, performance, and cross-browser compatibility.

### Phase 4: Deployment

1. Set up domain name, if not already done.
2. Connect domain with the shopify account
3. Configure SEO settings and ensure website is indexed by search engines.

### Phase 5: Post-Launch Support

1. Provide training on how to manage and update the website.
2. Offer ongoing support for any issues or updates.
3. Monitor website performance and make recommendations for improvements.
4. Discuss options for future enhancements or marketing strategies.

### Timeline

1. **Phase 1:** 3-4 days
2. **Phase 2:** 3-4 days
3. **Phase 3:** 2-3 days
4. **Phase 4:** 2-3 days

5. **Phase 5:** 1-2 days

## Payment Terms

1. **50% Advance**
2. **Remaining 50% upon project completion.**

Note: Additional 18% GST will be applicable

**Bank Details**

**Bank:** STATE BANK OF INDIA
**Name:** PP DESIGN AND TECH
**A/C No.:** 41868482639
**IFSC Code:** SBIN0001275