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Business Leading Digital Marketing eCommerce Website Cost Rs.79,990/- + 18% GST for 1 year **But this package in Discounted offer, you will get only Rs.40,990/- + Gst for 1Year.**

**Specifications for Customized Dynamic E-commerce Website**

**OUR VISION**

To design and develop a site par excellence that caters to the requirements of its targeted clientele world-wide. The website we deliver would be a unique provider embedded with the crucial aspects capable of generating revenues much above your expectations attained by in-depth analysis based on your inputs and our research.



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**The designing cost will be inclusive of:**

1. Individual Domain Like www.your-company-name.com
2. POP emails id like info@your-company-name.com
3. eCommerce Customize Website with admin panel for Lifetime
4. Google SEO Promotion
5. 360° ORM & SMO Services
6. Build Your Social Media Widgets.
7. Email Marketing for Leads Generation and your Company Branding.
8. Product Content writing and Google Blog Marketing.
9. Business Listing with Classified Posting for Lead Generation/Bulk Buyer/Distributors.
10. Sponsored Posting on your targeted Area for Leads Generation and your Company Branding.
11. Mobile Responsive with all browsers Compatible.
12. Free Technical Support.

**Technology and Tools Used :**

**Designing:** HTML5, CSS3, Bootstrap, Adobe Photoshop,…Etc.

**Server Side Scripting:** PHP

**Client Side Scripting: PHP,**Html, JavaScript, and Cascading Style Sheets.

**Backend:** MySql,

**Operating System:** Linux/NT

**Browser Compatibility:** Mobile Responsive ,Google Chrome, Mozila, Netscape 7.0 and Later, Opera 6.0 and Later and Safari and all Browser Compatible.

**Resolution:** 1980\*1024 Pixels

**Security:** All the Panels will be Password protected.

1. **Website Designing: -** Your website would be designed according to your products or company profile.
2. **Mobile Responsive with all browsers Compatible :** Your website would be designed according to Mobileand all browsers Compatible.
3. **SEO Friendly ;-**Your website would be designed according to Search Engines Parameters.
4. **Website Development :**Your website Development according to Unlimited pages & Images or customized concepts.
5. **Domain Name: -** Domain will be as per your choice or you can provide me. like - www.your- company- name.com Etc.
6. **POP Email: -** We will provide you with an Emails Id . Like. [info@yourcompanyname.com](mailto:info@yourcompanyname.com)
7. **Customer Support:** During your membership tenure a dedicated support executive will support you to maximally utilize all the services available in membership.(24\*7) T&C-if your company isn't verified online through Google internet corp. then we will verify your company and you need to pay additional costs.
8. **Copyright: -** All Copyright Reserved.

**Visitor Module:**

**I) Home page designing:**

Complete Home Page Layout, inclusive of:

1. Design of crisp, professional **home page**
2. Flash section in the header of the home page
3. Focus on good navigation featuring vital links to ascertain maximum comfort to the visitors ensuring that every primary relevant function is just a click away.

**II) Products Search and Presentaion:**

A user-friendly and comfortable structure for the visitors to reach the products of their choice is the key to the success of the concept of shopping cart. This is achieved by a wide array of searches as well as product presentation to make shopping on the site a pleasant experience.

**Search options for visitor (Or browsing products)**

· Browse Products

The visitor can view products by selection of category and subsequent subcategory.

Any / all of the following searches can be provided:

· Quick Search

Search from any page using the section provided in the header or left panel of the website.

(This would be a keyword search or connect to Smart Search directly)

· Smart Search

Search by keyword, category and price.

· Advanced search

Visitor can search for the required products by giving details

(Required if it would involve parameters besides the ones in Smart Search)

**Product Presentation:**

1. Unlimited Categories Pages
2. Unlimited Sub Categories Pages
3. Unlimited Products Pages
4. Hot Products Section
5. Featured Products Section
6. Lates Products Section
7. Discounted Products Section
8. All the categories would be available on display with good images and name.
9. Clicking on the categories would display its subcategories [the name as well as images]
10. The final products of each sub-category would be displayed in a paging manner.
11. The final products display would have a number of products of a specific subcategory with the thumbnail and product name.
12. SMO bookmarking option on each final page of all products for better sharing the products in facebook, twitter, linkedIN and more than 299 related websites.
13. Clicking the product name / thumbnail would display detailed description of the product.
14. Follow us button for social media promotion like facebook, twitter, linkedIN and Google+ etc.
15. Banners for latest offers and discounted coupons.
16. Dealers application form and dealers near by you list on a seprate page
17. Super Stockist application form and super stockist list section.
18. Language converter option for global readability.
19. Each product pagewill have:

ADD to Shopping Cart button that would allow the visitor to add the selected items to the shopping cart.

Visitor can add as many products as he wants to the shopping cart.

Email A Friend link to allow the visitor to send a link of any product in the product catalog of the website to a friend. They just have to enter the friend’s email address and off it goes.

**III) Shopping cart and Member registration:**

**Shopping Cart**:

· **Persistent Shopping Cart:** The shopping cart maintains your registered customers choices. They can return to the site days later and the shopping cart will still be intact.

· A user-friendly and appealing shopping cart will be provided wherein the visitor can check the contents whenever desired and from anywhere in the website.

· The quantity of each product can be changed.

· Unwanted products can be dropped.

· The visitor can add a bunch of items at a time to the shopping cart.

**Member Registration & related sections**

Registration is required for the person to purchase the products with the website.

**Easy registration**: The visitors enter their information once and it would be stored in the Admin Panel. This will be a one-time process and once a vistor is registered then will never have to register again regardless of how many orders they place on the website.

Registration is a two step process:

1. Sign Up includes a registration form with required / mandatory fields (like username, password, name, email, phone, address, country, and zip….etc). Validation will be done accordingly.
2. Email ID verification to ensure genuine members will be done during the registration process. The activation link would be sent to the email address provided in the registeration form and the member would need to activate their account through this link.

**Forgot Password And Login Interface.**

1. User can retrieve their password in case they forget it. User will have to provide the Email ID used in during registeration and the password would be sent here after validating that it exists in the database.
2. Login Interface is made unique for the user with eye-catchy **Join Now** button. Users login status can be known by the Log In / Log Out button while browsing the website. Welcome note will be displayed immediately after a successful login and will be displayed at appropriate place at the website.

**Member folder (My Folder)**

1. **Edit Account:** includes editing the personal details except for the login name and password of the customer (such as name, phone, emailed…etc).
2. **Change Password:** User can change his password whenever required
3. **Order History:** includes tracking the previous orders.

1. Search option : Allows the registered user to check his previous orders. User can search for any particular order. User can track the current order progress by the order id.

2. Complete Order History : The member has complete access to every order they have ever made in your store. This history includes complete order history including product codes and pricing.

1. **Favorites List**: Each member can easily build their own list of favorite products. Each product is only one click away from any page in your store. All the products added by the member which are not shopped,will simply be added to the Favorites List.
2. **Multiple Billing and Shipping Addresses**: A member can create an unlimited number of billing and shipping addresses for their convenience. When they check out all they have to do is check the billing and shipping information they want to use for the particular order.

**IV: Order Management and Invoice Generation :**

**Simple Check Out**:

Site will maintain complete billing and shipping information for each customer. This means that they only have to enter their credit card information to finalize their order.

**This will be a 3 Step Process:**

**Step 1:** **Check the Shopping Cart Items**

The visitor can browse / search for the products they require and add them to the shopping cart. The added items can be removed; its quantity updated and then can proceed for final **check out.**

**Step 2: Shipping Information collection** for delivery of products.

1. Shipping Information of the user will be collected after he clicks check out. User can choose existing Shipping Address, if already entered in his profile or can select any of the other Billing Address stored by him in the billing and shipping information.
2. Shipping price will be calculated based on the **FedEx**. (This will be purchased by the client and we will integrate the same.)

**Step 3: Confirm Order**

**Billing Information:**

The Total Bill is displayed here with the individual product price, the quantity purchased and then the total amount payable including the levied tax and shipping price.

1. **Confirm Order** will take user to the final step of the order. Order process will be completed after paying by credit card by using any payment gateway.
2. An Invoice will be generated and an auto-responder mail containing Invoice will be sent to the registered member to their email id.
3. Admin will receive the confirmation of the order and he can check the generated invoice.

**Payment Methods:** User can pay directly by using

· Pay Pal

· Cash on delivery

· Using Credit Card/Debit Card

· Any Payment Gateway purchased by the owner of the site.

Integration of the same will be done by us

The features like Merchant Account, SSL Security, Online Security, Secure Socket Layers, Merchant Services, Online merchant with real time processor are provided by the payment gateway provider so you will have to get in touch with them regarding these topics.

**\* Price of Payment Gateway for Accepting online payment from customer is not added in the quotation.**

**V Miscellenious sections:**

**General Links:** About Us, Contact Us and other inside pages.

**Feedback section** : To receive feedback about the products or about the site as a whole from the visitor of the site.

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**Admin Module:**

**I. Administer Your Catalog** from any Internet connected PC. The Admin Panel lets you administer your online catalog from anywhere... even if you are on vacation!!. All you need is an Internet connected PC or laptop.

**II. Change product and sale information easily**:

Product and pricing information is just a few clicks away through an easy to use product administration section.

o Change product information and description

o Feature a particular product with a single mouse click

o Easily place a product on sale any time.

o Set products to automatically go on and off sale on specific dates.

o Manage In stock and out stock products

o Manage delevery cherges for each products by NCR, India and International.

**The product managment can be done from the following sections:**

**Category Management:**

Admin can add/delete/edit the categories. Admin can set the category to the n-level hierarchy.

**Products Management**

1. Admin can add/delete/edit products to database. He can even view or search for the products by search tool available.
2. Products will be placed in the category >> subcategory manner.
3. Attributes for the products would include the following:

1. Product name

2. Product code

3. Brief description about the product.

4. Price and discounted price in INR and USD

5. Images of products.

6. Instock/Out of Stock.

6. Related Products display from same category

1. Admin can disable the product whenever required instead of deleting. Product will not be displayed in the User Interface if the product is in disabled mode.

**Setting the Top Listing :** Admin can set top listings, new products listings and can set the price and discounts to the products.

**Product Image Upload through the catalog software**...

No need for FTP - With the new image upload feature, Admin can upload thumbnail and full size product images when you add a new product. Just find the image on your local hard drive and the program automatically uploads the images, renames the images to match the stock code so you never have to worry about overwriting an image used for another product. One extra click to remove the product image from the database and your web files.

Admin will need to upload the complete image of the products with highest resolution he has. Two images will be saved one for thumbnail and the other for the complete image of the product.

**III. Simple order management**:

A user-friendly Order management module to unburden you. Process your orders, print packing slips and add shipping details easily, securely and quickly.

**Member/Customers Information:**

1. Admin can view the customer’s information.
2. He can check the orders of the particular customer and his total transaction with website.

**Order management and Invoice Generation :**

· Admin will receive the confirmation of the order

· Admin can check the generated invoice.

· Admin after confirming that payment has been received will turn the payment status to “payment rerceived.

**IV. Easily create inventory and sales reports** for any date range

**Reports and orders management:**

1. Admin can update the Order status from inprocess to delivered corresponding to each order.
2. Admin can search the reports of orders between two dates, by Order Number, Name, Status, Paid/ Unpaid.
3. Admin can search for the address of the customer and more details if he wants. Admin can update the progress of the delivery.

**V. Integrated opt-in email services For News Letters**

Admin can send email messages to store customers like Sending Newsletters to members who have subscribed, through an optional easy-to-use online interface.

1. Admin can send newsletter regularly to all the users by typing the text and clicking on a button.
2. Set up multiple email groups and even send emails from the online interface.
3. Built in automated opt-out system that allows each customer to opt out of receiving future emails through unsubscribe options.

**VI. Manage Feedback :**

Admin will be able to view all the inquiries received and respond to them accordingly.

**VI. Reporting Section:**

Admin will be able to view the daily/weekly and monthly sales reports.

Admin will be able to view the daily/weekly and monthly order delivery reports.

**Delivery Time**: 1 Month (After Homepage design completion) + 1 Months For advance User panel Development from the date of receipt of necessary advance.

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