

E-COMMERCE WEBSITE

DESIGN & DEVELOPMENT PROPOSAL

(Static to Fully Dynamic & Multi-Vendor Solutions)



Prepared By:

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Prepared For:

Client Name: _____

Company Name: _____

Project Type:

eCommerce Website Development

(Plan A / B / C / D / E / F / G)



UI/UX Design



Frontend & Backend



Admin Panel & CMS



Payment & Delivery

Proposal Date: _____

Authorized Signatory

Website By Ranking

PLAN A – Basic Static ecommerce Website - ₹50,000 – ₹60,000 + GST

Scope of Work

Frontend Pages

- Home Page (Banner, Categories Slider)
- Product Listing Page
- Categories Page
- About Us Page
- Contact Us Page (Enquiry Form)
- Policy Pages (Privacy, Refund, Cancellation)
- Common Sections (Header, Footer, Social Media Links)

Admin Panel

- Basic Admin Panel
- Banner Management
- Category Management
- Product Listing Management
- Enquiry Management

Not Included

- Product Details Page
- Inventory / Stock
- User Login
- Payment Gateway

Best For: Start-ups, catalogue showcase, enquiry-based selling

PLAN B – Standard ecommerce Website - ₹80,000 – ₹1,00,000 + GST

Scope of Work

Frontend Pages

- Home Page (Banner, Categories, Offers)
- Categories Page
- Product Listing Page
- Product Details Page
- About Us
- Contact Us (Enquiry Form + Map)
- Policy Pages
- FAQs
- Common Sections (Header, Footer, Login UI)

Admin Panel

- Dashboard (Products, Categories Overview)
- Category Management
- Product Add / Edit / Delete
- Banner Management
- Enquiry Listing
- Policy Pages Dynamic

Not Included

- Inventory Management
- User Panel
- Payment Gateway

Best For: Small businesses needing product visibility with details

PLAN C – Inventory Based ecommerce - ₹1,00,000 – ₹1,20,000 + GST

Scope of Work

Frontend Pages

- Home Page (Banner, Deals, Categories)
- Categories & Product Listing
- Product Details Page
- Product Filter Option
- About Us, Contact Us
- Policy Pages
- FAQs
- Blog (Listing + Details)
- Common Sections

Admin Panel

- Dashboard
- Category Management
- Product Management
- Inventory / Stock Management
- Product Attributes (Size, Color, Variants)
- Banner Management
- Enquiry & Blog Management

Not Included

- User Login
- Online Payment

Best For : Businesses managing stock but selling offline/manual

PLAN D – Fully Dynamic Admin Based Website - ₹1,20,000 – ₹1,50,000 + GST

Scope of Work

Frontend Pages

- All frontend pages fully dynamic via admin
- Home Page (Banner, Offers, Sections)
- Categories, Product Listing & Details
- Inventory Display
- About, Contact, Policy Pages
- FAQs & Blog
- Enquiry Form

Admin Panel

- Fully Dynamic Admin Panel
- All Pages CMS Controlled
- Category, Product, Inventory
- Banner & Content Management
- Enquiry Management
- Blog & FAQ Management

Not Included

- User Panel
- Payment Gateway

Best For: Businesses wanting full control without online payments

PLAN E – Complete Online Selling ecommerce - ₹1,60,000 – ₹1,80,000 + GST

Scope of Work

Frontend + User Interface

- User Signup / Login
- User Dashboard
- Order History & Tracking
- Invoice Download
- Product Checkout Flow
- Payment Page & Confirmation Page

Admin Panel

- Everything in Plan D
- Order Management
- User Management
- Payment & Invoice Management

Payment Gateway

- Razorpay / PayU / Cashfree / Any Third Party
- Credentials & approval provided by client
- Transaction charges borne by client

Best For: D2C brands & online sellers

PLAN F – ecommerce with Delivery Panel - ₹2,00,000 – ₹2,50,000 + GST

Scope of Work

Includes Everything in Plan E +

- Delivery Panel
- Order Assign to Delivery Partner
- Order Status Workflow
- Dispatch & Tracking System
- Product Checkout Flow
- Admin → Delivery → User Flow

Best For: Businesses with in-house delivery or logistics team

PLAN G – Multi-Vendor Marketplace - ₹3,00,000 – ₹4,50,000 + GST

Scope of Work

Panel Included

- Super Admin Panel
- Vendor / Seller Panel
- User Panel
- Delivery Panel

Features

- Vendor Registration & Approval
- Vendor Product & Inventory Control
- User Panel
- Commission Management
- Vendor Order Settlement
- Payment Gateway Integration
- Complete Marketplace Workflow

Best For: Marketplace platforms (Amazon / Flipkart model)

Note: The prices mentioned above are indicative and represent an approximate cost range. The final project pricing will be confirmed only after detailed requirement discussion, scope finalization, and feature approval with the client.

Common Definitions & Terms (Applicable to All ecommerce Plans)

CMS (Content Management System) : CMS is a web-based software that allows authorized users to manage website content such as pages, banners, categories, products, policies, blogs, and FAQs without requiring technical knowledge or coding skills.

Website Design (Responsive Design) :Website design refers to a responsive and adaptive layout that ensures the website functions smoothly and looks consistent across all devices, including desktops, laptops, tablets, and mobile phones. The layout automatically adjusts based on screen size.

SEO (Search Engine Optimization): SEO is a structured process aimed at improving website visibility on search engines through organic (non-paid) results. Basic SEO-friendly structure will be followed during development; advanced SEO services are not included unless specified separately.

System Scope – Common for All Plans: The project includes development based strictly on the approved scope, which may include:

- All input fields and forms (Enquiry, Login, Checkout, etc. as per plan)
- Defined workflows and status flows (Orders, Enquiries, Delivery, etc.)
- User roles and permissions (Admin, User, Vendor, Delivery – as per plan)
- Reports and data handling strictly limited to the approved scope

Any feature, workflow, screen, or field **not documented and approved** will be considered out-of-scope and may attract additional cost.

Technology Stack (ecommerce Website): The ecommerce website will be developed using a scalable and industry-standard technology stack, which may include:

- **Frontend:** HTML5, CSS3, JavaScript, React / Next.js (as applicable)
- **Backend:** PHP (Laravel / CodeIgniter) or Node.js (based on project requirement)
- **Database:** MySQL / MongoDB (depending on data structure & scalability needs)
- **Admin Panel:** Secure role-based backend system
- **Server Compatibility:** Linux-based hosting environment

Admin Panel (Backend Access) : The Admin Panel is a secure, role-based backend system that allows authorized users to:

- Manage categories, products, inventory
- Control banners, pages, blogs, FAQs
- View and manage enquiries
- Process orders, users, vendors, payments (as per selected plan)
- Generate invoices and track order status

Admin access is protected via secure login credentials.

UI/UX Design

UI/UX design includes:

- Clean and professional layout
- User-friendly navigation
- Consistent color scheme and typography
- Smooth user journey from browsing to checkout (if applicable)

UI/UX design is included as part of development.

Separate design tools (Figma / XD) are optional and chargeable if required.

Payment Gateway & Third-Party Services

Payment Gateway

- Payment gateway integration (Razor pay / PayU / Cashfree / Stripe or similar) is included **only in plans where mentioned**
- All merchant credentials, approvals, API keys, and KYC will be provided by the client
- Transaction charges and gateway fees are payable directly by the client

Third-Party Services

Third Party Services such as:

- SMS / Email services
- WhatsApp API
- Courier / Shipping APIs
- Analytics tools
- CDN / Cloud storage

Are **not included** unless mentioned and will be paid by the client.

The development team will provide **technical integration support only**.

Maintenance & Support (AMC)

Free Support

- 1 Month Free Maintenance Support after website goes live
- Includes bug fixing and technical issue resolution only

Paid Maintenance

Optional Maintenance Charges: Applicable charges depend on the selected plan and support scope.

Includes:

- **Bug fixes**
- **Minor updates**
- **Technical assistance within approved scope**

New features, redesigns, or enhancements are **not included** in maintenance.

Payment Terms (Standard for ecommerce Projects)

- **30% Advance Payment** – Project initiation
- **30% After Design Approval** – Homepage & inner pages
- **40% Final Payment** – Before live deployment

Website will be deployed live only after receipt of full payment.

Scope Confirmation & Change Policy

- Client must finalize all features, pages, and requirements before development starts
- Any new requirement added after approval will be treated as **Change Request**
- Additional features may result in revised cost and timeline
- Any assumed feature not mentioned in the approved scope will **not** be considered part of the project

Important Disclaimer

- Domain registration, hosting, and SSL certificates are **not included** in the development cost unless explicitly mentioned in writing.
- All website content including text, images, product details, and legal policies will be **provided by the client**.
- Website speed and performance are dependent on the **hosting server configuration and environment** selected by the client.
- **Source code ownership** will be handed over to the client **only after full and final payment** is received.
- **Deployment to live server, production setup, server configuration, and ongoing server maintenance are not included** in the development plans and will be **charged separately**, if required.

By approving this proposal, the client confirms acceptance of the selected ecommerce plan, defined scope of work, pricing, timelines, and terms & conditions mentioned above. All development will be executed strictly as per the approved scope, and any feature, requirement, or assumption not explicitly documented in this proposal shall be considered out-of-scope and may involve additional cost and revised timelines.