

## Mobile Application Development Services

(Static to Fully Dynamic & Multi-Vendor Solutions)



Prepared By:

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Prepared For:

Client Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Project Type: \_\_\_\_\_

### Mobile Application



UI/UX Design



Frontend & Backend



Admin Panel & CMS



Payment & Delivery

Proposal Date: \_\_\_\_\_

Authorized Signatory

Website By Ranking

## PLAN A – Basic Mobile App (Starter App) - ₹50000 – ₹60000 + GST

### Scope of Work

- Simple UI (3–5 Screens) Responsive Design (Mobile + Desktop)
- Static Content Based App
- Contact / Enquiry Form
- Android App (APK Build)

### Not Included

- Admin Panel
- Login System
- API Integration
- Database
- Domain and Hosting

**Best For:** Small businesses, portfolio apps, basic info apps

## PLAN B – Dynamic Mobile App (Admin Panel Based) - ₹80,000 – ₹120,000 + GST

### Scope of Work

- Dynamic Content (API Based)
- Admin Panel Integration
- Login / Signup System
- Push Notifications (Basic)
- Data Management (Backend)

### Not Included

- Payment Gateway
- Advanced Features (Chat, Live Tracking)

**Best For:** Startups, service apps, business automation apps

### PLAN C – Advanced Mobile App (Custom Features) - ₹1,50,000 – ₹2,50,000 + GST

- Custom UI/UX Design
- Real-time Features (Chat, Notifications)
- Advanced Admin Panel
- API Integration (Third Party)
- Performance Optimization

#### Optional Add-ons:

- Payment Gateway
- GPS / Location Tracking Booking System
- Chat System
- Booking System

**Best For:** Growing businesses, agencies, startups needing regular updates

### PLAN D – E-commerce Mobile App - ₹2,50,000 – ₹3,50,000 + GST

- Product Listing & Details
- Add to Cart & Checkout
- User Login / Dashboard
- Order Tracking System
- Payment Gateway Integration

**Best For:** Online stores, D2C brands, product businesses

### PLAN E – Multivendor / Marketplace - ₹3,50,000 – ₹4,50,000 + GST

- User App + Vendor App + Admin Panel
- Vendor Registration & Dashboard
- Product & Inventory Management
- Order & Payment System
- Commission Management

**Best For:** Marketplace apps (Amazon / Flipkart type)

**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.