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| ASHWINI ENTERPRISE | PROJECT PROPOSAL DOCUMENT |

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# DOCUMENT PURPOSE

The purpose of the document is to give the details of the project proposal &describe an understanding of high-level requirement ofE-Commerce Website Design and Development for **Ashwini Enterprize**, which may require further work to turn it into a Brief. This understanding will try to identify & bridge the gap between the team for a common understanding and will act as a catalyst to work for gaps identified.

# PROJECT BACKGROUND & OBJECTIVE

The client wants an E-Commerce website from which customer can buy anything from the website product categories. The website will be totally CMS based website and it will also have the payment gateway integration into it. Here Visitors can see the publicly available functionalities such as browse products and services, view details of products (weight and cost) and/or services, and view other static contents of site. Registered User can view all publicly available features and in addition to this they can purchase the products by adding them into shopping cart. Admin can manage all the contents and Orders from the Backend (admin side).

Types of users of the website are:

* + Anonymous customers (Visitors)
  + Registered Customers (Member)
  + Administrator

# PROJECT SCOPE

The objective of this section is to define the project scope of E-Commerce Website and to provide the Estimation. The advantage would be simple user interface that is easy to understand by all type of users.

During the phase of development (the online presence), Geecon will work with the client to create content for the following pages/modules:

* **Home Page Module -** This page will be the starting point for most, if not all, users, and so will need to provide the broadest amount of information.

Following Information would be displayed on home page

1. Success Stories
2. Latest News
3. Testimonials
4. Awards
5. Events
6. Honour Roll
7. Donation

* **About Us Module -** Client will provide information regarding the history of or other appropriate information regarding their company.
* **Gallery Module -** Client will Provide Information about the events through Photos & videos.
* **Contact Us Module –** Contains contact information for the client along with a link to the Information Request form.
* **News & Events -** Provide with Information of all Latest News & updates.
* **Our Partners -** Client will provide with List of all the partners.
* **Project Details -** Client will provide information regarding the history of all the Projects.
* **User -** The User is an end user, child or parent looking to use the site as a source of help or undertake screening as described in this document.
* **The Client –** The Client is the staff or the Trust itself
* **The Administrators (Admin) -** The Administrators (Admin) are staff employed by the client who will be looking after the day-to-day running of the site.
* **Content Management System (CMS) -** Content Management System is the administration or back office area of the website where content can be managed or edited.
* **Management Summary** - We will develop a software solution based on our core ‘Open Standards’ architecture. Our browser based solution will be developed using LAMP Technology and will provide the client with a hosted system that is easy to manage and scalable.

The system will utilise the concept of user profiles to define functionality and roles. Whilst a number of public facing and administrator control panels will enable users to perform all of the tasks associated with their own role or requirements.

Administrators will have the full functionality to manage users and their personal information, a dashboard will allow the users to easily log-in and use the system.

New public facing users (such as Visitor) will not be required to login to the system. Instead they will be prompted to either access the public information available on the site. However existing users will be able to review their Private Details.

* **Proposed Functionality** - Given the highly personal nature of the data, our system will require users who wish to access some areas of the site to login; however much of the information and advice on the site will be accessible to the public without registration or login.
* **Login Process(Secure Area Only)** - Once a user has completed the login process they will be able to access this information, however users will be required to login to be able to access the private content of these sections. The following describes the process for logging in and retrieving lost passwords.
* **Registration Module** - Registration module is to register any New User.
* **User Login** – Users that have already completed a screening will be required to login to access their information. This will be by entering their registered email address and a password that was defined during the screening process.
* **Lost Login Retrieval** - The system will allow existing users/customers to retrieve their login details should they forget them. A link to a simple email form will request their email address which will enable the system to email them with a temporary password. Once a User/ Customer has logged in with the temporary password they may access their profile page and change their password to a more memorable one.
* **Access Control -** When user is registered they will Provide with different access controls such as User Login, Admin Login , Visitor Login, All this three login will have a different Access
* **User Dashboard -** Once logged in, the user will be presented with a dashboard environment from which they will be able to access all areas of the system that they require (and are authorised to do so).

Typically the dashboard will provide the following information

* My Account
* My Profile
* My Orders
* My Donations
* Social Share functions
* Shortcut Links for Information
* **My Profile -** From the My Profile area, the user will be able to view and edit their profile information such as address and telephone number. They will also be able to change their password. Furthermore the user can access information directly relevant to their Orders & Donations.
* **User Profiling** - The delivered system will be designed with a number of different user groups in mind (parents, children, health professionals); the system will provide branches with tailored content for each of these user groups. Design will play a big role in delivering the content to the appropriate user groups and this will include a separate area for parents and children, where content can be tailored accordingly.
* Forum - Forums allow your visitors to have their own voice and feel part of a community while encouraging strong communication.

Features we will include

* WYSIWYG editor to change the layout of a post
* Supports BBCodes
* Private messaging
* User avatars
* Can search through forum for specific keyword
* Can search for another user
* User profile pages
* Topic watches
* Categories, forums and topics can be made visible/locked
* Topics can be made sticky so they will always appear at the top of a forum
* Option for topics and posts to need permission to be viewed
* Add YouTube videos, internet images and links to topics
* Add smilies to topics
* Quote on posts in topics
* Define smilies
* Create a list of limited avatars
* Define bad-words that will not be allowed into posts
* Edit meta data of a Category, Forum or Topic
* Re-written URLs
* Custom URLs
* Integrates seamlessly
* Automatically creates SEO meta data for each page
* Assign moderator status to users to help maintain your forum
* Optional public/private profile pages
* Complete control to change forum users' details
* Sitemap generation
* Update history
* Google sitemap creation
* Terms and conditions page
* Assign categories visibility and/or post ability to only certain users
* Language awareness (only categories, forums and topics of your language will appear to you)
* Extended warranty with included maintenance releases
* Blogs/Blogging Software - We will implement blogging software into the system to allow the client to publish and receive feedback on blog posts. Our Blogging Software not only makes it easy to publish and promote, it also syndicates content helping to improve your business’s presence on the web.
* Custom URLs help our blogs to achieve high rankings with search engines such as Google, while RSS feeds make it possible for your content to be syndicated to millions of people with the greatest of ease.

Features we will include:

* Add/Edit/Delete/Search
* Manage all data
* Rewriteable URLs
* Custom URLs
* Automatic SEO meta data creation
* Google sitemap creation
* Allow users to upload their own blogs
* Allow users to comment on blogs
* Full control panel to add/edit/delete comments, categories and individual blogs
* Blog promotion (service supplied by the blog module)
* Update history
* Built in help system
* Sitemap
* Language awareness
* Auditing blogs
* Categories for blogs
* RSS feeds
* Sharing links
* **Voting Tools** - Integrating voting processes into the site to allow users to vote on or answer questions positioned in the content of the system. From a visitor's point of view, they are faced with a question that they can respond to with the click of a mouse, upon which they are 'rewarded' by seeing the results of how others have voted. This quick, rich, interactive content is something that will keep visitors coming back your site time and time again. When used in conjunction with our forum software these polls help to stimulate debate, resulting in your visitors writing plenty of fresh, original content, cementing a feeling of community. Perhaps the most important aspect of an online poll is the information you actually collect from the users. If you have an idea for a product you can test your customer’s response to the idea without spending a penny. You can also match up answers with the user's profile allowing you to conduct a much more targeted user experience which in turn increases sales conversion rates.
* **Live Chat** – This is a means by which the client can interact with a site visitor at the point where they need assistance, and can contact a representative in real time.

There are a number of 3rd party systems which offer the ability to ask a question and receive an immediate response. However this does require is a member of staff accessible via their workstation to receive such enquiries and action them promptly. This facility requires only a small amount of code to be added to the website and runs remotely; therefore the cost of such a service is direct with the 3rd party offering it.

* **Social Media** - It’s a well-known fact that social media plays a very big part of many people’s lives; organisations that are able to take advantage of this are able to engage directly with their customers, and provide real time communications where urgent messages can be seeded out to the masses quickly and effectively.

All of the information pages of the system contain a social sharing widget, to enable users to share pages of the site through social media channels such as Facebook and Twitter, thus driving additional traffic to the site.

* **Real Stories, Images, and Peer Examples** - We will implement a system that will allow you to produce and publish news articles on the homepage of your website. This will focus mainly on providing case studies and real stories that hold pertinence and relevance.
* Reports - This will allow the Administrator to easily create reports on any user or function of the site. While the list pages generated in the control panel will, depending on the table being reported on, not necessarily display all the data fields for each database record, each record will have a link allowing the administrator to see and/or edit the full details of the record. The list page will also show the Administrator an option to export the report to a CSV, Excel, or PDF file, which will contain all the downloads for each document
* **Security** - Given the nature of this system, it is important that any user data is secure and the method of securing this data is robust. We use the following methods (and more) to guard against attacks or loss of information:

1. All of our passwords are ‘salted’ prior to encryption. This makes the pre-generated lookup lists of encrypted passwords useless and makes even weak passwords virtually impossible to crack.
2. Access to the database (where encrypted passwords are kept) is restricted through 3 different levels of security: ‘read only’, ‘read and write’ and ‘secure’. This means that the encrypted passwords are not ‘exposed’ to the web site in general and only specific password protected calls can access this data. This protects against the type of leak that LinkedIn suffered in 2012.
3. Access to secure data is sealed in our core code and this software cannot even be inadvertently compromised by our own developers.
4. We implement a password strength technology to help users pick memorable but strong passwords. This protects against hackers trying to login by ‘guessing’ passwords. Once encrypted, all passwords are equally difficult to crack.
5. In addition to passwords, all personal data (emails, mobile numbers, names, addresses) are also encrypted. So no personal data stored in the database is of any use without the secure key installed on the web server itself.

* **Donation** - Donation to Charity Organisation.

Features we will include

* Online Donation
* **Document Management**- Document management is how your organization stores, manages and tracks its electronic documents.
* **Item Management** - It Will Management the List of all the Items

Features we Provide

* Add New Item
* Update Item Details
* Delete Items
* **Order Management**  - An order management system (OMS) automates and streamlines order processing for businesses. An OMS provides constantly updated inventory information, a database of vendors, a database of customers, a record of customer returns and refunds, information on billing and payments, order processing records, and general ledger information.

Benefits of a well-implemented OMS include improved sales visibility, improved customer relations, and efficient order processing with a minimum of delays and back-orders.

Order management is important primarily in the retail industry, but also in the telecommunications, health care, pharmaceutical, financial, and securities sectors.

* **Order Tracking Management -** This will help the organization to provide a online status of the order status such as the Order Placed, Order Prepared, Order Dispatched, Order Delivered or Order on Hold.
* **Promotion & Offer Management–** These pages will assist users in choosing the promotional offers as per the invitations/offers provided and along with giving helpful hints, announcements and checklists for specific occasions. All the promotional offers will be redeemed at the order summary stage and will be confirmed at the Order confirmation stage as well as in email confirmation
* **SMS Order Confirmation Management -** On successful payment ,This module will help the organization sending the SMS order confirmation of the order confirmed and placed along with the summary of order details
* **Payment Gateway -** A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. It is the equivalent of a physical point of sale terminal located in most retail outlets.
* **Shipping Method** - A shipping method is a way to fulfill delivery to customers of the goods that they purchased on a Web site.
* **Online Query Management -** This module will act as a online support system and will help customers raise queries with the organization about Products, Order, Category or any other information available on the website or for the organization.
* **FAQ Management -** This will help the organization manage the customized frequently asked questions and respective answers, which should help customer, get their queries resolved then and there.

**3.1 DESIGN GOALS**

Integral to the success of developing an online presence following consideration is very important. The site must be clean and elegant, present information in a way that is useful to the user and persuades the user to purchase from website. Geecon works closely with the client to create a design that meets with their approval while drawing on their own experiencing in the industry.

There are certain key design features that will be built into the overall design and each will need to be approved by the client before the final design is accepted. Those features are:

* Logo – The client will provide his or her own logo if any to Geecon to be used on this project or Geecon will match the font as closely as possible.
* Navigation – One of the most important elements of any site, it will be particularly important to create a navigational system that maintains the overall feel of the site while making the site intuitive to navigate.
* Colors – The design will be built around a coordinated color palette that will provide the professional and elegant look desired by the client while maintaining the cohesiveness of the website.
* Fonts – The fonts’ family, size and color combine to maintain a professional and cohesive feel.
* Images - Photos, graphics and individual product images will be submitted by the client and may be modified in Photoshop to meet the overall design requirements of the site.
* Layout – The design must take into account the content that will appear in the site to ensure its usefulness and readability. Certain elements will need to be highlighted more so than others, so Geecon will work with the client to determine what the best layout should be.
* Overall – Once all the elements are pulled together, the client will determine if the design meets their needs and those of their users.

The application consists of following main functionalities:

1. **Visitor Features**

* View Home Banners or Slide Show Gallery
* Browse Products
* View Product Details
* Become a Member through Registration process
* View Static Pages

1. **Registered Member Panel**

* Login to site
* Manage Account
* My Profile
* My Orders
* Buy Product (Checkout)
* Logout

1. **Admin Panel**

* Login
* Dashboard
* Administrator User Management
* Site Member(Customer) Management
* Type Management
* Product Attribute Management
* Product Management
* Price Chart Management
* Banner Manager
* Order Manager
* Shipping Management

**3.2 HIGH LEVEL REQUIREMENTS**

System Block Diagram: Basic Components of the E-Commerce Website



**3.3 FRONT - END**

1. **Home Page**

* Views Website Logo, Banners or Slideshow which are integrated with Home Page
* View list of Latest Products available with details like Product Title,Image
* View links for Login and Sign Up
* Clicking on any link, User will navigate that particular Page

1. **Product Display**

* Displays products
* Click on image will display information of product as well as choice of different sizes if available
* View the details of the products, with Image on Product Detail page
* View listing of all Related Products along with Product Name ,Product size, Image etc.
* Clicking on Image, User will navigate to “Product Detail” Page

1. **Product Detail Page**

* Views Product details as follow
* Product Title
* Product Image
* Features of the selected Product
* Option for “Add to Cart”, User can add the Product to Cart with the specified Preference

1. **View Cart**

* Displays products added to the shopping cart
  + With a small product image, subtotal, shipping amount (if any)
  + Link to Update and checkout
  + Link to See entire shopping Cart
* Can view its shopping cart (if purchased anything will show list of items that are being purchased with the quantity and the total price of those buying)
* Remove Product from the Cart
* Update Quantity and Recalculate Sub Total

1. **User Login**

This section allows User to enter the website by adding login details created during registration

* Enter authenticated Email Address and Password to login
* Forgot Password Link
* Recover password through mail
* New User? Sign up link available

1. **Registration**

This section allows New Users to create new registration account on the Site

* Fill the registration form with all required fields
* Enter Profile details like name, email id, password
* Enter address details like Country, State and Zip Code
* Submit Form

1. **Other Deliverables**

After creating login, the Customer enters the account with authenticated username and password and can perform the following tasks:

1. **My Account** 
   * Personal Information
   * Change Name, Login, E-mail Address, or Password
   * Manage Address Information
2. **My Orders** 
   * View all Orders
   * View order no/ order date/ amount/ quantity
   * View Status (In Process, Shipped, Open, Rejected)
3. **History/Receipts** 
   * View Details of all the orders made
   * View order id, status, date ordered
   * Link to re-Order
4. **Last Order** 
   * Displays the last order made
   * Link to reorder and reset quantity
5. **View Order Tracking** 
   * Enter Order Number
6. **View Shopping Cart**
7. **Delete Account**
8. **Sign out**
9. **Checkout** 
   * Proceed to Shipping Details
   * View/ Edit Shipping Details
   * Select Shipping Method
   * Proceed to Billing Details
   * View/ Edit Billing Details
   * Review Order
   * View Total Order Summary, with Shipping and Billing Details
   * Order Confirmation
   * Show confirmation of order with order details on the screen
10. **Shipping Information**

Details regarding Shipping information and collaboration with any partners which will be confirmed with client for more details.

1. **Static Pages** 
   * Contact Us
   * About Us
   * Privacy Policy
   * Disclaimer
   * Terms & Conditions

**3.4 BACK - END**

Admin panel is the back end of the application from where the admin can manage the whole site and its contents as well.

1. **Login**

Administrator may login into the admin panel with the authorized username and password to get access to this panel.

1. **Site Map**

View Summary of the whole Admin panel

1. **Administrators Users Management**

The administrator user section shows the list of admin users accessing the panel. The admin can search and sort the list. The admin can even edit and delete the existing record.

* + View Admin
  + Search / Sort Admin users
  + Change the Status of admin user (Active / Inactive)
  + Add / Edit / Delete Admin Users

1. **Customer Management**

The Customer Management section shows the list of customers who have registered themselves on the site.

* + View All Customers of the site
  + Search / Sort Customers
  + Change the Status of Customer (Active / Inactive)
  + Add/ Edit / Delete Customers
  + Send mail to the Customers

1. **Product Attribute Management (Like Sizes and Colors if any )**
   * View All Product Attribute
   * Change the status (Active / Inactive)
   * Sort Product Attribute
   * Add Attribute
   * Enter Attribute Name
   * Edit / Delete Product Attribute
2. **Product Management**

The Admin can view all the products that are being displayed on the site and has full rights to add/ edit the particular product once placed on the site.

* + View all products
  + Search / Sort Products
  + Alphabetical Search
  + Change the Status (Active / Inactive)
  + Add Product
  + Add General Information about the product like Name, Type, Attribute
  + Upload Image and Video
  + Edit / Delete Product
  + Product categories (Category management)

1. **Shipping Management** 
   * View all methods of Shipping with the amount
   * Search / Sort Shipping Methods
   * Change the Status (Active / Inactive)
   * Add / Edit / Delete Shipping Methods
2. **Order Management** 
   * View all Order Detail
   * View Order Information
   * View Billing/ Shipping/ Payment
   * View/ Change Order Status (In Process, Shipped, Open, Rejected)
   * Search / Sort Orders
   * Alphabetical Search
   * Edit / Delete Orders
   * Print Order Confirmation
   * Print Invoice
3. **Email Template**

There will be different templates available for different occasion like Welcome Mail, Forgot Password

1. **System Settings (General Site Settings)** 
   * View / Edit all Setting of Website
   * General Settings
   * Name of Site
   * Main Site Title
   * URL
   * Meta Tags Information Settings
   * Site Copyright Text
   * Site Control Panel Title
   * Administrator Email ID
2. **Static Pages Management** 
   * View List of Static Pages
3. **Log out**

**3.6 ASSUMPTIONS**

We have developed our estimate based on the following assumptions.

**Multi Lingual**

Website interface will be in English languages only. But please note that the user input will be in single language only. Whatever user enters will be stored in the database and will be displayed on the website.

**3rd Party Tool**

Client will pay for 3rd party tools, if required

**Test Data**

Client will provide sample data to test the entire web site. Based on data based on organizational assets, we believe that sample set of values for data base elements having impact on business rules and business work flows, are critical from development as well as testing stand point.

**User Acceptance Testing**

Client will prepare business scenario and test entire website once Geecon delivers the website.

**Signoff and Acceptance of Deliverables**

During the course of the project, Geecon will make relevant deliverables available to Client. Geecon expects these deliverables to be reviewed, accepted and signed-off by in the timeframe mentioned against each deliverable. If Client finds defects in the deliverables, Geecon will rework the defects and represent the deliverables for acceptance.

**Documentation**

The responsibility of creating / updating any other documents / technical documents such as user manuals, online help etc shall be with client and in case if any documentation required, it will be charged extra and will not be part of this contract.

# PROJECT LIFE CYCLE

The project lifecycle has been further divided into different phases.

**Phase 1:**

* Proposal review
* Proposal acceptance
* Initial payment – 50% of the total cost.
* Placeholder for domain noting that a new site is coming soon

**Phase 2:**

* Creating the concept and strategy for the website.
* Design of site theme, look and feel, content layout, fonts, etc.
* Development of navigation scheme
* Finalization of site map (when and where applicable), site layout, and final preparations for construction
* Review and approval of mockups/briefs/proofs

**Phase 3:**

* Primary content placement (filler + images)
* Incorporation of any new material including images, text and components of the general website design (that are within scope).
* Testing; links, forms and email addresses tested to make sure that they all work effectively
* Present your site to you for review and approval
* Make additional revisions and adjustments where necessary (that are within scope)

**Phase 4:**

* Transfer ownership of the site to the client
* Files that constitute the site will be transferred to your webhost so that the site can be live at the domain of your choosing, on the hosting plan that you have purchased.
* Final payment – 50% of the total cost

**Excluded Points for the Project Scope**

1. Contents
2. Images
3. Videos
4. Bulk SMS Packages Charges
5. Domain and Hosting Space & Website Maintenance

# ABOUT US - WHO IS THE GEECON?

Geecon Systems is formally known, as Geecon Technology is IT SOLUTION COMPANY, which focuses on the custom and web, based software solutions. We provide software Products and services, Business Consultancy to small, medium and large Businesses. We propose and implement creative solutions to improve your business. Geecon is known for its clarity in solution design and delivery style backed up with and easy and free flowing content and latest technical knowhow. We help you from Ideation to brand conceptualization to marketing toolkit design to retail/Market front. We are sensibly creative partner for branding, designing, products, services and application development and delivery for your business.

Geecon Systemswas founded to provide software solutions & services across the globe. It is a part of Geecon Group who is operating globally across various business segments. It has added several new products, and has acquired shelf space in the retail and technology market.

We at Geecon have the history of working hard to ensure the customer confidence in us and have mission to continue the same with the dedication to serve our customers. We care about and will never change it as this is our heritage.

# WHAT CAN GEECON DO FOR YOU?

* **Offer a successful Delivery**

Our focus is our client and we term a project a successful when our client receives what he's been expecting, on time and for the estimated amount of money. Our Project managers define this as: On Time, on scope and on budget. For Geecon culture a successful project is where everyone involved is happy with the final outcome. We at Geecon works smarter before, during, and after development, to ensure that the client gets not only what they want, but what they need to keep the promise of a successful Project.

* **Offer value of Consistency**

At the heart of our philosophy on creating rules and standards is the idea of consistency which helps us deliver improved productivity, Improved Quality, Improved communication and Get us straight to meet, address and resolved the customer problems. This is been achieved by following standards for all manner of process and keeps looking for continuous improvement areas in it.

* **Managing your expectations very clearly and concisely**

One of the major reasons of project failure is the difference of opinion. The client and the supplier have different expectations about the goals of the project. We understand here that projects often fail because clients think suppliers under-deliver and over-charge. We deliver successful projects by offering clear expectations by mentioning clearly about the complexity of the project, manpower working on the IT and the cost of resources involved. We are always upfront about Bugs, We Treat Geecon clients the same way we would treat a prospective partner

* **Clear Project Management Plan & Release plan**

As per Geecon Standard, You will be offered better Project Management, built on Agile Scrum & XP Programming allows you to address your most important challenges first, and respond quickly to a changing commercial environment. We will enforce deadline and have weekly /Bi Weekly Release plan update/ Debriefing meeting to discuss the status of the project. A signed copy of Release plan will be shared



# WHY CHOOSE GEECON?

* **Quick response and always on time**.

Over the period of time we have become known for returning customer's calls within committed time, We guarantee the delivery deadlines and always doing it in one of the fastest response time as compared to industry of a service call, responding to emails with lightning speed. We are known for a quick response in our customer community and always being on time is one of our powerful differentiator.

* **Easiest to do business with**

The number one factor with business to business customers is that we are the no hassle choice. We are continuously looking at every aspect of how we interface with customers and correct anything that might make us the least bit difficult to do business with. Our invoices are clear and easily understood. We empower employees to say "yes" to customers without always having to get approval from a manager. Our motto is “Be easy and win business”.

* **We allow the customer to choose**

We Offer more selection and customization. Today's customers want exactly what they want, exactly how they want it. Whether it's the music mix on their iPod or their no fat, no whip, double shot, extra hot latte with a shot of vanilla at the coffee shop, everyone wants it their way, Hence we let our customers decide and give them what they want through agile methodology, not what a traditional company wants to give them.

* **Demonstrate value**

We offer competitive price and clear value. We believe in keeping things clear, concise and transparent, we do not say something to win the project and drag the project, solution and business by deviating from our initial false commitment used to win the project. We have demonstrated to our existing business relations that we’re a great deal. That's the essence of value. We never take our customer for granted. We spell it out for our customers &Educatethem

* **Be Relevant**

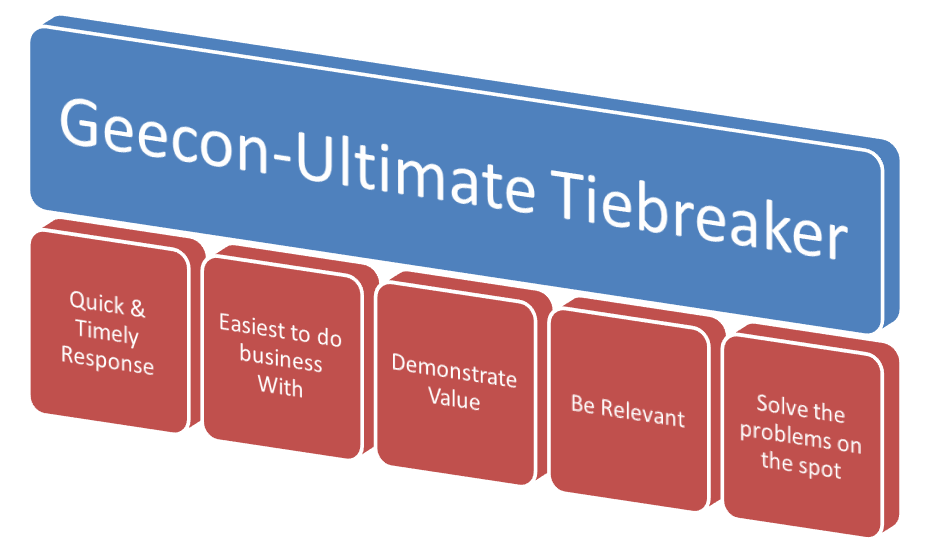
We always take a "big picture" approach while serving your customer. We keep looking beyond the immediate needs of our customers to a bigger picture view of how we can help them succeed, make their lives easier, or create new opportunities for them. One company that sells pipe to building contractors invites its best customers to annual seminars on business development. A restaurant offers free baby food to customers with infants, making life easier for the family. We look beyond our core product or service and explore how a "big picture" approach can be our ultimate tiebreaker.

* **Solve problems on the spot**

We empower our employees to make it happen. We understand that nothing is more frustrating to customers than hearing the words "I'll have to ask my manager" or "I'm sorry, but our policy is . . ." We have trained our employees to resolve customer problems fairly, amicably, and, whenever possible, on the spot. Effective problem resolution wins us customers for life.

* **The Ultimate Tiebreaker**

We deliver consistency of performance. While it's great to hear "superstar" stories about our employees that go above and beyond for a customer, the most powerful tiebreaker in today's marketplace for us is consistency. Our customers realises&knows that no matter who they deal with in our company, they will receive the same level of great service every single time, that's the most powerful differentiator for us.

****

# NEXT STEPS

To proceed with this project, client is required take the following steps:

* Discuss desired changes, if any, or accept the proposal as is. Please note that changes to the scope of the project can be made at any time, but additional charges may apply if the scope, time and cost change. In any case you will be notified for approval.
* Finalize and sign contract.
* Submit initial payment of 50% of total project fee.

Please note that changes to the scope of the project can be made at any time, but additional charges may apply if the scope, time and cost changes. In any case you will be notified for approval with a project mandate or Change request signoff.

# ADDENDUM A: PROJECT TIMELINE & COST ESTIMATES

Based on the requirements of the project in this document, GEECON would expect a project of this size to finish in 40 working days for Design & Development and 10 working days for Testing and Final Touch up;assuming that all project deliverables and milestones are met on time.

**Total Project Cost will be /- INR (Excluding Service Tax)**

# ADDENDUM B: PAYMENT SCHEDULE

The following payment schedule is a promise to pay GEECON in full for the total projectcosts estimated in this proposal, plus any extra costs that may arise from changes inproject scope that are agreed upon in advance by Client and GEECON during the course of theproject. The following plan does not include optional items.

|  |  |  |  |
| --- | --- | --- | --- |
| INVOICE | INVOICE % | INVOICE AMOUNT (IN INR) | REMARK |
| Invoice #1 | 50% | + Service Tax | First Half of the Project. To be paid on contract sign off |
| Invoice #2 | 50% | + Service Tax | Final Payment after making the  Website live. |