



**Proposal Submitted to Stephen
Dz Jewels**

Date of Proposal – 28-09-2021



Requirement Specification Doc Table of Contents

TABLE OF CONTENTS	PAGE NO
<i>INTRODUCTION</i>	<i>3</i>
<i>EXECUTIVE SUMMARY</i>	<i>4 - 5</i>
<i>KEY DEVELOPMENT OBJECTIVES AND SCOPE</i>	<i>5 - 15</i>
<i>FEATURES OF THE PROJECT</i>	<i>15 - 17</i>
<i>ADD ONS and SUPPORT SERVICES</i>	<i>17</i>
<i>TIME FRAME</i>	<i>18 - 19</i>
<i>PAYMENT TERMS</i>	<i>20</i>
<i>GENERAL TERMS AND CONDITIONS</i>	<i>21</i>
<i>CONCLUSION</i>	<i>21</i>

Introduction

Design Direct Web Solutions has been creating and delivering digital platforms and business solutions for both start-ups and established businesses in London since 2006. For over 12 years, we've been crafting digital experiences to our clients who want to grow online, from prototyping to business concepts, optimising user journeys and business growth. We are also suppliers in Digital Market Place - G-Cloud 11 and Digital Outcomes and Specialists 4 services, which is a Government's Procurement platform for IT Suppliers in Public Sector for IT Products and Services.

We can be your extended technology partner and help you to refine your business strategy focused on high quality Agile Project management system. We have a dedicated team of qualified and skilled resources who iteratively manage projects keeping team collaboration and client communication during each project phase and efficiently manages the transition of products and services into a live platform. Post launch, our ISTQB Certified Quality Analysts and Google and Hubspot Certified Digital Marketing Team takes over the maintenance and marketing of the application, providing ongoing support and serving many happy clients around the world with great success.

We are quite excited to come in as your technology partner and accelerate your requirements with our suite of bespoke development. In this proposal, you will find an optimal solution for your digital solutions and software's design and development's requirement analysis, development scope, milestones and project delivery plan, along with the associated costs, and project terms. We are planning to do the build in phases, so we have mentioned a phase wise development plan as well.

Executive Summary

Design Direct will be building a cloud-based, e-commerce B2C application that act as an online merchandising and selling platform for Dz Jewels and a customised software solution for managing their products and inventory, across all the branches and locations. The features include complete online ordering management platform with customisation and product catalog, online consultation booking, virtual try on functionality and repairs management system. We are creating the ecommerce platform with multilevel access, unlimited product, clients and location database and management. We will also be doing the mobile app, with all the features and functionalities, in hybrid platform for both iOS and Android versions.

The customised software solution enables the smooth management of products and all the stock and stock returns and functions as a real time inventory solution with multi-location management, easy product search and custom search results download option.

We will create a fully bespoke and tailor-made web interface which will enhance the user journey and user experience and thereby attaining company's goal to optimise user visits throughout all the stages from of user transition, and also helps in customer retention and management. So the end result will be a premium branded e-store that helps in the market positioning and branding and a user friendly management software for the jewellery.

Our Artificial Intelligence/Data Analytics experts will help you to upgrade your business prospect to the next level by bringing in business intelligence through custom made data analytics applications, identifying user patterns and creating a personalized experience through Chatbots, customised product recommendations, real time user reviews and the application can forecast the sales by predicting buying behaviour using machine learning.

****This can be discussed further and finalise according to the client's requirement.***

Building a strong online presence for your brand – Branding and Digital Marketing

We provide end to end solutions right from creating the website, define your overall journey, pick the best platforms to showcase your website and optimizing the platform to deliver maximum outputs and conversions. We also take care of the online marketing and promotions, designing your company logo, brochures and business cards and other digital marketing activities.

Besides, we are a Google Partner and HubSpot and Google Certified Company as well, with more than 12 years of experience in the field that makes us the right choice for offering you responsive, ethical and enterprise-quality digital marketing services tailored to your business needs.

Key Development Objectives and Project Scope

Phase wise build plan, with Add on Features

e-Store Web Application

- **PHASE 1**
- Premium branded e-store
- Store Locator
- Advanced, Custom Search
- Payment Gateway Integration
- 360 Product View (Add on)
- Virtual Try On(Add On)
- Book a Consultation(Add On)
- Returns & Exchanges Management(Add on)
- Custom back end system
- Unlimited database management
- Tawk.to integration
- **PHASE 2**
- Product Catalogue(Add on)
- **TBC**
- Virtual Tour(Add On)
- Customisation Programs
- Gift Card(Add on)
- Loyalty Programs

Bespoke Software

- **PHASE 1**
- Stock Upload through csv
- Product Search, Custom List
- Real time stock updates
- Central store management
- Reports Module
- **PHASE 2**
- Invoice management
- Inter-branch stock transfer
- Multiple country, multiple location management
- Multiple currency
- Valuations and Appraisals
- Business Analytics
- **TBC**
- Staff Management System

Hybrid Mobile App

- **TBC**
- **For Phase 1**
- All web interface phase 1 ecommerce features with add on app features
- **For Phase 2**
- All web interface phase 2 features

1. E-COMMERCE WEB APPLICATION

1. A user-friendly, contemporary e-commerce web application which is easy to navigate
2. Any number of products can be added to the application, with unlimited category, product details and descriptions, images etc.
3. Major feature of the bespoke ecommerce development is that you can add any number or category or type of products later to the e-shop without any issues and this can be done from your end using the Master Admin Module.
4. Responsive, mobile friendly designs for the platform can be accessed from different devices like tablet, laptops PCs and Mobiles.
5. A complete tailor-made content management system with Master Admin Module who will be the full owner of the whole platform.
6. Single Image/Scrolling Banner and the top navigation bar will be set freeze for better UI and will have tabs for all products and categories with drop downs, About Us, Contact Us, and Store Locator.
7. Advanced search option with sort and filters: price range, product category and by store
8. Product Detail page with clear and concise information and product description. All these products will be represented online in accordance with their own designs and brand stories.
9. Product catalog with images, both csv and pdf, can be downloaded for products.
10. Store Locator – that shows store location real time in Google map, with address display over mouse hovering.
11. 360 product view – for each products
12. Wish list - Clicking on Add to wish list goes to the wish list page where the user can review the added products later
13. A buyer can make an online purchase through the web application and make the payment online through a secure payment gateway that is integrated with the application.
14. Easy access checkout and progress bar showing the status of checkout process at each stage.
15. Extremely powerful and easy to use shopping cart.



16. The program will be developed without doubling up of address fields – buyers to just tick a box if the physical and invoicing address is the same.
17. Automated emails will be generated and send to registered users email ids with order confirmation, payment confirmation and shipping details.
18. Virtual tour – of the product portfolio
19. Customisation Program for Engagement rings, Gem bars
20. Third party API Integrations –
 - Tawk.to integration for instant chatting, with unlimited users
 - Payment gateway integration - Unlimited, fast and highly secure payment gateways like WorldPay, Paypal etc
 - Delivery Management Third party API integration for tracking the deliveries
 - Online Consultation - Zoom or any video calling service provider integration
 - Lead magnets- integration
21. Social media integrations – FB, Instagram, LinkedIn, Twitter
22. About Us Page - A detailed and well-designed about us page designed in the most engaging manner.
23. Individual Product/Brand/Collections Identity – with numerous collections and product types in the store, there will be individual and unique product identity and placing for each brands in the website, with separate pages.
24. Newsletter Integration – newsletter subscription option for users in the home page.
25. Cookies and Push Notifications - Push notifications interface to create and send notifications through email to different users based on their purchase pattern or demography. The users can opt in or out for the same. (if required).
26. Footer
 - Contact Us
 - Stores
 - Social Media Links
 - Customer Service – Legals, Delivery and Returns, FAQs
 - Newsletter subscription
 - Information – like website terms, service terms, privacy policy, cookies policy, delivery information etc. – Quick Links

Web Application Functionalities

Price Range Search and Sending custom list to clients – We will also do a custom price range search with a price slider, that shows the min and max price ranges and the admin can drag the slider to a desired price using his mouse/keyboard. The search results can be selected and the admin can generate a link with the selected products, and can be mailed to clients or other branches either as an attachment to the link or as a downloadable pdf format.

360 product view – the feature enables Admin to create a 360 product view, by importing a set of 360 degree product images in a JPG or PNG format and the platform will rotate the products as a 360 spin.

Product Catalog Creation and Visibility - An online catalog of all the products can be developed, based on the products added to the platform. Users just need to select the products or product categories and all the selected products can be downloaded as a catalog. There will be pre-determined templates for the catalog.

Book a consultation - We can build a complete online consultation booking system, with:

- time slot,
- dates availability and
- option to select branch/location

And the user can book

- An instore appointment for boutique and store or
- Online video consultation where we will integrate Zoom or any other preferred platforms.

CHOOSE DATE & TIME *

The screenshot displays a user interface for booking appointments. It features a main calendar for August 2020 with days of the week (SUN to SAT) as columns. The date '7' is highlighted with a green circle. Below the main calendar, there is a detailed view for 'August 13, 2020' showing a grid of time slots: 9:00 AM, 9:30 AM, 10:00 AM, 10:30 AM, 11:00 AM, 11:30 AM, 12:30 PM, 1:00 PM, 1:30 PM, 2:00 PM, and 2:30 PM. The 12:30 PM slot is highlighted with a green circle. At the bottom, there is a green button labeled 'Schedule Appointment'.

All times are Europe/Bucharest time with 1 hour lead time for new appointments



A full calendar management system will be integrated, where all the locations and appointments can be managed from a single platform.

Online repair booking system – There will be an online repair booking system, with option to upload the product's image and also the customer can add any notes against the repair booking system.

The program will calculate the quote for such repair services and the user can proceed to confirm and pay online. We can also send a pre-paid envelope/box where the customer can send the item, if insurance covers the product inside.

Returns and Exchanges Management – Returns will be tracked and the same shipment partner will be used for the management, where we can track the logistics and ensure promptness. Either a refund or an exchange can be initiated. If it's an exchange, that can be treated as a new order processing and further transactions.

Gift Cards and Vouchers - (TBC) - The program will create gift vouchers or cards that your customers can buy and share with their friends and family. The vouchers can be used to pay for orders from the e-store or in-store.

When a customer purchases a gift voucher they need to give:

- The sender's details.
- The recipient's name and email address.
- A custom message for the recipient.
- The date and time the voucher must be delivered.

The gift voucher will be sent automatically to the recipient at the date and time specified, with instructions on how to redeem it. **We can also add a custom QR Code, which can be scanned in the store or in the e-store, to redeem the voucher.**

Reward/Loyalty Programs - (TBC) - Our platform convert user's purchases to Reward/Loyalty programs that enable their customers to earn and collect reward points based on their purchase and save and spend or redeem them against other purchases they make.

The platform also collects and displays the user account history including previous purchases, rewards earned, rewards redeemed, total reward points, used reward points and balance as on a date. Admin can add the loyalty points in user's account or Users can also upload the details of their purchases to the platform to earn reward points.



Virtual try on option – (TBC) - The program enables virtual try on option for jewelry. A user can click on any jewelry and in the inner page, there will be a tab “Try On”, clicking on which opens the device’s camera and the user can capture his picture and the picture will get uploaded. We can also give an option to upload an image, and the user can try with his picture virtually. The user can try different jewelry and proceed with the one they likes most.

Customisation Program for Engagement rings, Gem bars – TBC

BESPOKE SOFTWARE BUILD FOR STOCK AND INVENTORY MANAGEMENT

The custom-built software ties together product, inventory management and e-store database, with back end system.

Functionalities

1. Product upload – Admin can upload products to the platform as csv files and this can be done from the central store or factory location. Any change in the prices, delivery terms or other such change in information can be uploaded directly via the CSV import, which helps to automatically update the costs across the platform.
2. The product catalog can be updated with the latest products, with product images, multiple view options, customizable product descriptions, prices and updated inventory information for each of the products so that the users can get a thorough idea of all the products that are available to them. We can also create different categories for the products. The Users can also search for the products of their interest from the search function.
3. Custom list of products for customers and branches– Search products based on product codes, product variants such as size, colors, metal and price ranges. Such search results can be created as a custom list. The custom product lists generated can be send to staffs, other locations or clients via link or downloadable pdf formats. Admin can email it from the back end itself.
4. The admin can manage inventory across all the branches. Admin can create a central store and create other stores, branches, locations and all such inventory will be managed centrally. As it’s a cloud based system, real time insights on inventory can be generated, stock will be synchronised real time and real time stock movements can be viewed.
5. Admin can view the stock levels and requirements for every outlet.

6. Real-time tracking of stock movements. Stock can be verified at any time of the day. Easily identify, compare, monitor and track inventory data: discrepancies are quickly revealed and can be efficiently solved.
7. Stock alert – real time based on sales. Daily sales data can be imported into the system and will diminish the stock level and automatically adjusts your stock status.
8. Valuations and Appraisals management – Stock values can be taken and entered into the system. This will be verified by the Admin. We can create a program that calculates stock value based on the stock type, quantity and this will be displayed in the system. This can be viewed for multiple branches, multiple currencies, but managed from the central store.
9. Stock take option through csv uploads. Admin or any assigned user can create a workable list which can be edited and cross checked before saving.
10. Admin needs to verify the list to get it added to the stock level. The stock level will be updated real time in to the system once it's verified.
11. Easy identifications of new entries with colored labels
12. Stock Transfers Between stores - Create and complete stock transfers between branches/locations. Single and bulk inter branch transfer option in-between branches. Such transfers can only be made using assigned user accounts and logins. This needs to be verified and tracked considering its vitality, so the program will capture the user details, log in/transaction time, location/branch, Ip address and user stamp. You can use it for multiple countries with multiple locations, including the UK and the US.
13. Reports and Business Intelligence module –
 - Sales reports and analysis – product wise, model wise, category wise
 - Sales data – daily, monthly, annually
 - Channel wise sales reports – e-store and in-store sales
 - Returns, Exchanges
 - Location/Branch wise reports
 - Staff wise reports
 - Offer sales
 - Custom product sales reports
 - Customer reports - New customers, Customer demographic analysis
 - Reward points, Loyalty coupons, Special Day Offers
 - Stock levels

We can add any other reports and analytics, this can be discussed and finalised.

14. **Invoice management** – The invoice management system helps to simplify and organize the process of order initiation, till delivery and the payment. The program will generate invoices based on the customer orders and this can be emailed to customers.
15. Online Invoicing with invoice numbers and a search function.
16. Track payments
17. Multi-Currency & Multi Language
18. Invoice Previews - Dashboard for quick insights
19. Add terms and conditions or payment policies to invoices as an attachment / link
20. Staff Management System

BACK END SYSTEM

The bespoke back end system will be content managed and have a Master Admin module, where in the Admin have full control of the web, mobile application and the software and get all the activities and analytics on the dashboard which is Admin LTE enabled.

Master Admin Login and Dashboard

There will be a secure login and password for the Master Admin. When log in, it goes into the dashboard where the Admin can manage the full platform with the access/control to add/edit/update the contents, full access to all the database, add/update products, create categories etc.

Master Admin Module

The modules for Master Admin are defined below:

Customer Account Approval

The Master Admin can approve the customer account creation and enable their login to their account through a valid email address and password sent to that email. The users can also log in using their Email, Google and Facebook login.

Staff Users and Accounts Management

The Master Admin can create staff users, with designated locations/branches, access levels, permissions and authority to grant approvals for user transactions. Admin can delete any user, grant or remove their permissions etc. through their dashboard.

Master Admin Dashboard – It covers the following modules:

- i. Create and manage multiple locations, in different countries
- ii. User Management and Approval, password reset, user access and permissions
- iii. Summary and total count of enquiries received
- iv. Product wise sales data
- v. Number of deliveries assigned for a day
- vi. Setting - Terms and conditions, Privacy Policy
- vii. Payments Summary
- viii. Category wise Details
- ix. Product upload, pricing
- x. Create custom lists based on searches
- xi. Stock verification
- xii. Inter-branch stock transfer
- xiii. Option to enable/disable : push notification, newsletter subscription, captcha challenge
- xiv. Manage and view all consultations, user details, add or update branches, block dates, calendar management
- xv. Other Analytics as required by the client

Buyer Module

Account Log in – Any user can register himself as a buyer using his email id and password, subject to Master Admin's approval.

Buyer Dashboard – The dashboard includes the previous bookings (History), Wish list/My Cart, payments made, loyalty points, exchanges, returns etc.

Forgot Password – If a buyer forgets his password, the Master Admin can enable changing the same by sending an email to the registered mail id of the buyer with a link to change the password.

Pick location to view stores – GPS, Postcode– search for stores and the application will list the stores as a store locator function.

Track order status – The users can track the status of their orders through the platform.

Secure customer account history – the details of the customers will be secured and easily stored in the database through the customized back end system. This will help the Admin to identify the subscribers, product suggestions etc.

3. Hybrid Mobile application - TBC

We can do the mobile app for the ecommerce application for the users to search and order products, book an easy consultation or get a quote through their mobile devices.

The mobile app will be a hybrid one, developed in React Native platform where the respective Android and iOS users can download the app from their platform. The CSS and JavaScript support helps to get higher customization options for buttons, menus, color schemes, etc and has really high standards of UI elements, publishing the apps in multiple languages etc. With ready-made components, typography, and a gorgeous (yet extensible) base theme that adapts to each platform, your mobile app will be building in style. The apps are built in a very clean and modular way, so it is very maintainable and easy to update.

The mobile app is made to improve the way transactions are being carried out - The Admin can add new product arrivals, collections, product range etc. and this will be notified to all the users who have installed the app. Users can log in to the application, order for any products, make payments, download and view product catalogs etc. using their mobile app. The Admin can view the transactions real time using the application and all such details will be automatically synced with the back end.

Push Notification

Push notifications look like text messages and mobile alerts. They only reach users who have installed the app.

Push Notifications allow Admins to notify users at any time, users don't have to be in the app or using their devices to receive them. They can be used for many purpose; for example, they can show the latest product updates, get a user to take an action, new products, new store, product offers, fashion campaigns or any other notification that may be useful to the user groups who have installed the app.

Project Management General Features:

- 1) Dedicated Project Manager, and technical team from Start to Finish, following agile management.
- 2) Fully bespoke platforms based on latest technology with the use of HTML 5 & CSS 3 and custom made developed in PHP/Laravel.
- 3) Custom built Designs - No Templates being used; all designs are completely unique and open to ideas.
- 4) We ensure cross browser compatible website including Internet Explorer, Safari, Firefox, Google Chrome and Opera on the latest version.
- 5) SEO friendly page URLs (website)
- 6) Project sign off and complete testing before going live.
- 7) The products, technologies and tools to be used are the following:
 - PHP Programming languages and frameworks - Laravel.
 - Mobile app – React native hybrid app, for Android and iOS versions
 - Databases: MySQL, MariaDB.
 - HTML, HTML5, XML, CSS, CSS3, Bootstrap.
 - Scripts: Javascript, JQuery, Ajax.
 - Web and application servers: Apache
 - Servers: Linux.

Our Package of Services

1. Digital Marketing Campaigns – Be Everywhere Campaign

Once the web application is complete we do have a dedicated Digital Marketing Team which will help you to grow your business online. Our team tailor design the digital marketing campaigns suiting your business and needs thereby making your website an effective and creative marketing tool to enhance your business.

Be Everywhere - Fully Optimized & Proven Marketing Strategy

The concept “be everywhere” is to build a brand identity and business conversions by combining marketing strategies through search engines & social media platforms. The main marketing channels are given below.

Search Engine Optimization (SEO)

- ON Page SEO
- OFF Page SEO

Pay Per Click (PPC)

- Google AdWords Advertising
- Bing/Yahoo Advertising

Audience Re-Marketing

- Search engine re-marketing
- Social media re-marketing

Social Media Marketing

- Facebook Advertising
- Instagram Advertising
- YouTube Advertising
- LinkedIn Advertising

2. Email marketing

Mail chimp integration – for mass email campaigns based on client’s segmentation. Automated reminders for email marketing e.g Anniversary, Birthday etc.

3. SSL Integration

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and the browsers remain private and integral. This adds for the web portal’s security online. The cost for SSL Integration will be £120 + Vat for a year.

4. Hosting

Dedicated cloud based hosting allows enhanced security, especially when storing and handling clients’ case files and related documents and when handling sensitive transactions over FTP or SSL. The cost for Hosting will be £240 + Vat for a year.

The features of our Hosting Server are:

CPU: Intel(R) Xeon(R) CPU E3-1230 v5 @ 3.40GHz

Total processors: 8

CPU Speed: 3408.032 MHz

RAM: 16GB

Web Space: 2 GB

Bandwidth: 10 GB

MySQL Databases: 5

PHP & FTP/SFTP: Yes

Server

Our Linux server combines best-of-breed technology with outstanding customer service and our in-house Linux expertise.

Some of the features are given below:

- Optimised network infrastructure.
- Dedicated manager and support team.
- Shared Cisco ASA Firewall as standard.

Capacity Threshold Monitoring: Track every aspect of your server and oversee and manage performance.

Data Recovery: If in any case if you get suffered from a failed hard drive, you can get an immediate data recovery for minimum disruption. We also have a daily back up of data for an additional charge.

Bandwidth Insurance: Protect your Linux server from unexpected bandwidth charges.

McAfee Anti-Virus: McAfee anti-virus server protection ensures your protection against any virus or malware attacks.

Free Support: We will also provide you free support for 3 months for all programming bugs in the platform. After that, we are happy to provide you maintenance support based on the support package you are opting with us.

TIME FRAME

We need min of 5 - 6 weeks to complete the ecommerce web application development and if opting for the build of mobile app development along with the web interface, it will take only another 5 - 6 weeks, including the beta testing. And for the software, we need 7 – 8 weeks in total and this timeline will be clubbed with the total build's delivery timeline, which is 8 – 9 weeks. We can start the work immediately, once you are happy to proceed.

The project team will consist of one dedicated project manager, four senior software developers, two front-end developers, UI/UX designer, a team of hybrid app developers, and a quality analyst. The project manager will be working closely with you, on a day-to-day basis and he will be the point of contact.

Dz Jewels holds all the copyrights and patents (if any) for the whole cloud platform, designed and developed by Design Direct for the entire project. We are different from most of the other companies, as we will give the entire Copyrights to our clients.

PRICING AND PAYMENT TERMS

The pricing is listed based on the modules, add on features and phase wise build.

E-STORE WEB APPLICATION - PHASE 1				
Premium branded e-store				
Store Locator		PHASE 1 - Add Ons		
Advanced, Custom Search		360Product View with stand - alone application	£XXX	
Shopping Cart		Virtual Try On program	£XXX	
Custom back end system		Product Catalogue	£XXX	
Unlimited database and management	£XXXX	Book a Consultation, multiple locations and time slot with Zoom or any video calling service provider API integration	£XXX	
Master Admin Module				
Buyer Account and Module				
Third party API Integrations - Payment Gateway Integration			Repairs, Returns & Exchanges Management, with Delivery tracking API Integration	£XXX
Third party API Integrations - Tawk.to integration				
Lead magnets- integration				
BESPOKE SOFTWARE - PHASE 1		BESPOKE SOFTWARE - PHASE 2		
Stock Upload through csv		Invoice management	£XXX	
Admin approval and Verification		Inter-branch stock transfer	£XXX	
Product Search, Custom List	£XXXX	Multiple country, multiple location management	£XXX	
Real time stock updates			Multiple currency	£XXX
Central store management			Valuations and Appraisals	£XXX
Reports Module			Business Insights and Analytics	£XXX
SUPPORT SERVICES				
Digital Marketing – Be everywhere campaigns (<i>Pricing per month</i>)			£XXX	
Hosting Services (<i>Pricing per year</i>)			£XXX	
Mail chimp integrations (<i>One time payment</i>)			£XXX	
Total Pricing for e-Store and Bespoke Stock Management Software, along with the Support Services			£XXXX	

All the development cost can be paid in 3 equal instalments, as mentioned below.

So, the pricing term will be:

Upon signing the agreement, 1/3d of the total cost, initial payment

After confirming the designs, intermediate payment

After successful completion and before making live, Final payment

It's therefore proposed that –

- Initial working on the application design will commence only after the initial payment has been received.
- Before making the final payment, beta testing and testing on an actual server will be done by us and by Dz Jewels and handover will be initiated to you.
- You can pay the amount by cheque or through a bank transfer to the below mentioned bank account details of our company:

**Bank: XXXXX Bank; Account number: XXXXXXXX,
Account Name: Design Direct Web Solutions Ltd; Sort Code: XXXXXX**

PHASE 2 PRICING	
E-STORE WEB APPLICATION - PHASE 2	
Virtual Tour	£XXX
Customisation - Gem Bar (Approx)	£XXX
Customisation - Engagement Rings (Approx)	£XXX
Gift Card	£XXX
Loyalty Programs	
Artificial Intelligence Model Integrations	XXX
BESPOKE SOFTWARE	
Staff Management System - TBC (Approx)	£XXX
Hybrid App - For Phase 1	
All web interface phase 1 ecommerce features with add on app features	£XXX
Hybrid App – For Phase 2	
All web interface phase 2 features	£XXX

*** PHASE2 features can be developed and integrated based on client requirement, at a later stage

General Terms and Conditions

1. In the Concept Development phase, we will begin work by outlining the basic flow of the application and gather the text and images. In the Design phase, we will create digital artwork for the outlined application and integrate the images and text. In the Technical phase, Design Direct will enable the server, domains and add interactive functionalities. In the Testing phase, both Design Direct and Dz Jewels will test the entire application for any issues.
2. HTML/CSS layouts
If the project includes XHTML or HTML mark -up and CSS, we will develop these using valid HTML5 mark-up and CSS3 for styling. We will test all our mark -up and CSS in current versions of all major browsers including those made by Apple, Microsoft, Mozilla and Opera.
3. Copyrights and Intellectual Property Rights
As per the Intellectual Property Act, Design Direct will not copy or duplicate the business model or software programme created for any clients and the clients will be the sole owner of the websites/software created exclusively for their clients by Design Direct. And the Client agrees and guarantees that all texts, graphics, photos, designs, trademarks or other artwork furnished to Design Direct for the web/software/app design project are owned by the Client, or that the Client has permissions to use from the rightful owner.
4. Source Code
If you like to move the hosting to another provider, or you want a copy of the full source code of the project, you should pay Design Direct 30% of the total project cost. The source code includes all the files, images and our own codes we developed incorporating our years of experience. We cannot provide support on third party hosting platforms if you move the hosting to another provider. Once we agree and you pay the 30% of the total project cost, we will give you a downloadable link where you can download all the files including Data base. If our company is planning to dissolve or stop trading, we will give you the source code completely free of cost.
5. We love to show off our work and share what we have learned from this project with other people. This means, after getting permission from you, we reserve the right to display and link your completed project as part of our portfolio and, to write about the project on websites, in magazine articles and in books about the web design. Please inform us in advance of the application going live if you DO NOT want us to add your site to our portfolio of work.

Conclusion

We are submitting a comprehensive proposal based on the discussions we had between Design Direct and Dz Jewels for building a fully responsive ecommerce web application and a complete custom built product and inventory management software and a hybrid app on a later stage. We welcome the opportunity to bring our experience and skills to this project and look forward to hearing from you after reviewing our proposal.

Please Note: This proposal is valid only for 15 days and is owned by Design Direct. This proposal and any content within it is confidential and intended solely for the use of the individual or entity to which it is addressed. Any unauthorized use, disclosure, copying or alteration of this proposal is forbidden.

By signing below, both parties indicate their acceptance of this proposal, and constitute approval to begin work if Dz Jewels do not require an additional consultant agreement.

Proposal Created By:

Proposal Created For:

Name and Sign

Design Direct Web Solutions

Date: 28-09-2021

Stephen

Dz Jewels

Telephone: 020 8363 4905

Email: info@designdirectuk.com

www.designdirect.io
