

Company	MediaPlus Digital Pte. Ltd.
Digital Solution Name & Version Number¹	E-Commerce MPD Package Version 3.0 - Woocommerce Elite
Appointment Period	09 January 2025 to 08 January 2026
Extended Appointment Period²	09 January 2026 to 08 January 2027

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Content Management System: WP Woocommerce Online Shop Modules Secured E-Payment Online Purchasing Website Traffic Analysis Inventory Management Promotion Management Customer Loyalty Management Advanced Data Visualization Capabilities/Reports Mobile-Enabled / Optimised		per software	1.00		
Security User Management Customer Relationship Management Abandon Cart Delivery Management System Live Chat / WhatsApp / Facebook Messenger / Telegram Newsletter Integration SEO System Setup					
2) Hardware Not Applicable					
3) Professional Services Scoping and documentation		per manday	2.00		
Design work: Custom design with color, font, background and widget personalisation up to 3 rounds of amendments		per manday	4.00		
Setup, configuration and data migration (up to 50 SKUs)		per manday	13.00		
UAT and Go Live		per manday	1.50		
4) Training Ecommerce CMS training		per manhour	2.00		
5) Others Not Applicable					
Total				\$ 9,961.00	\$ 5,600.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant