



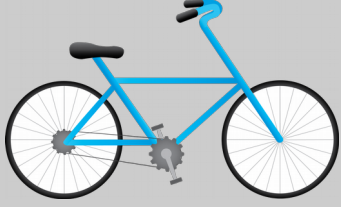
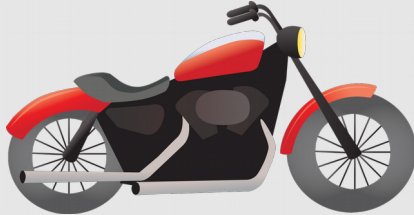

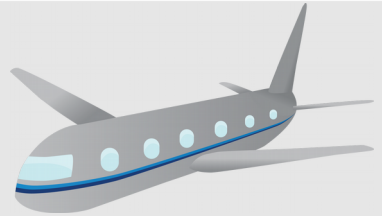
Ideas from **Ignited** Minds

**WelkinWits** Technologies

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**ECOMMERCE PACKAGES**

# PACKAGES AT GLANCE

ECOMMERCE SEGMENT	MEAN SIZE PRESENTATION	PRICING
CLASSIC COMMERCE		INR ₹ 80,000
STANDARD COMMERCE		INR ₹ 1,50,000
HIGH-END COMMERCE		INR ₹ 4,80,000
END-POINT SOLUTION COMMERCE		Custom price after entire business analysis

# CLASSIC COMMERCE - Applicable insights

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## Basic Applicable insights

- Business Segment : Small
- User Traffic : Low to Medium (Location preference)
- Scale of business : Small scale
- Human resource needed to manage ecommerce software : Not necessary, or self manageable by the client.

# CLASSIC COMMERCE – Features section

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- Simple Sales analytics and google analytics with customer chat support system
- Order Management
- Coupons
- Product Management→(Add and edit product based on category ,General price setup,Inventory,shipping,linked products,attributes,different dimensional images)
- Report filter method : Year,Last Month,This Month,Last 7 days,Custom date
- Reports→ Orders(Sales by date,Sales by product,Sales by category,Coupons by date)
- Reports→ Customers(Customers and guests | Customer list)
- Reports→ Stock(Low in stock | Out of stock | Most Stocked)
- Settings→General,Products,checkout,accounts,emails,API etc..
- Status→Ecommerce running environment details,server environment,database,security,enabled settings details..etc..
- Payment gateway
- Security level: Additional Security modules will be added including .HTACCES REWRITE
- Product management and support 1 month
- Design Variant Level : Premium
- Social media promotion : 3 posters weekly upto 3 months

**Note : More features will be included according to development criteria**

**PRICE : INR 80,000**

# STANDARD COMMERCE - Applicable insights

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## Basic Applicable insights

- Business Segment : Medium Business
- User Traffic : Medium to high (Location preference)
- Scale of business : Small scale and medium scale
- Human resource needed to manage ecommerce software : Necessary according to sales , order management and users
- UI and UX : User friendly and precised management

# STANDARD COMMERCE – FEATURES section-1

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## Data Analytics

- Dashboard Values : (Sales, Cart Value, Conversion Rate, Net Profit)
- Forecast : (Ecommerce traffic, Conversion rate, Average cart value, Sales)
- Product and Sales : (Recent Orders, Best sellers, most viewed, Top searches)
- Activity Overview : (Online visitors, Active shopping carts, Notifications, Google analytics  
Currently pending → {orders, returns, abandoned carts, out of stock products})

## SELL

- Orders : (Order details, Invoices, Credit Slips, Delivery Slips, Shopping carts)
- Catalogue : (Products, Categories, Monitoring, Attributes & Features, Brands & Suppliers  
Files, discounts, stocks)
- Customers : (Customers → {customer data analytics, customer adding and editing, Addresses})
- Customer service : (Service desk and analytics, order messages, Merchandise returns)

# STANDARD COMMERCE – FEATURES section-2

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## **Stats**

- Available quantities
- Best categories
- Best customers
- Best suppliers
- Best vouchers
- Best-selling products
- Browsers and operating systems
- Carrier distribution
- Catalog evaluation
- Catalog statistics
- Customer accounts
- Newsletter
- Pages not found
- Product details
- Registered customer information
- Sales and orders
- Search engine keywords
- Shop search
- Stats Dashboard
- Visitors online
- Visitors origin
- Visits and Visitors

# STANDARD COMMERCE – FEATURES section-3

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## **Improve**

- Modules : (Modules&services,Modules catalogue)
- Shipping : (Carriers,Preferences)
- Payment : (Payment methods,Payment preferences)
- Tools : (Localization,Location,Taxes,Geo-Locations)

## **Configure**

- Parameteres : (General settings,order settings,products settings,customer settings,traffic&SEO,search)
- Advanced Parameteres : (Information,Performance,administration,import,team profiles and management,database,logs,webservice)

## **Social media promotion and monitoring**

- Social media promotion upto 6 months (3 poster per week)
- Product management and support upto 3 months

**Note : More features will be included according to development criteria**

**PRICE : INR 1,50,000**



# HIGH-END COMMERCE - Applicable insights

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## Basic Applicable insights

- Business Segment : Large Business
- User Traffic : Medium to high (Location preference)
- Scale of business : Medium and Large scale
- Human resource needed to manage ecommerce software : Necessary according to sales , product management ,order management and user traffic
- UI and UX : User friendly and precised management
- Backoffice ERP
- Security : Highly secure system

# HIGH-END COMMERCE – FEATURES section-1

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## Data Analytics

- Dashboard values :  
(Life time sales,average order,last order,last search term,stop search terms,  
{revenue,tax,shipping,quantity}→(best sellers,most viewed,new customers,customers))

## Sales

- Operations :  
(Orders,Invoices,Shipments,Credit Memos,Billing agreements,transactions)

## Product Management

- Inventory  
(Catalogue[Add product{advanced product settings,configuration,Images And Videos}  
search engine Optimizatio,Customizable Optionn,Design,Schedule design update,  
Gift options,downloadable informations],Categories[Advanced configuration settings of  
categories and subcategories,scheduled updates])

# HIGH-END COMMERCE – FEATURES section-2

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## **Customers**

- operations :

(Add new customer→{Advanced customer data filtration process,customer data export})

Now online customers with advanced data filtration)

## **Content**

- Content :

(Elements→pages(page views and operations,blocks→{structural blocks of ecommerce with store details})

widgets→{Add new widget with wide configurations})

## **Data exchange and design**

- Design level :

(User friendly and pragmatic design)

- Web service :

(PHP,REST API framework)

# HIGH-END COMMERCE – FEATURES section-3

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## **Marketing**

### **Promotions**

- Catalog Price Rule
- Cart Price Rules

### **Communications**

- Email Templates
- Newsletter Template
- Newsletter Queue
- Newsletter Subscribers

### **SEO & Search**

- URL Rewrites
- Search Terms
- Search Synonyms
- Site Map

### **User Content**

- Reviews

# HIGH-END COMMERCE – FEATURES section-4

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## **Report centre Section-1**

### **Marketing**

- Products in Cart
- Search Terms
- Abandoned Carts
- Newsletter Problem Reports

### **Reviews**

- By Customers
- By Products

### **Sales**

- Orders
- Tax
- Invoiced
- Shipping
- Refunds
- Coupons
- PayPal Settlement
- Braintree Settlement

# HIGH-END COMMERCE – FEATURES section-5

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## Report centre section-2

### **Customers**

- Order Total
- Order Count
- New accounts

### **Products**

- Views
- Bestsellers
- Low Stock
- Ordered
- Downloads

### **Statistics**

- Refresh Statistics

# HIGH-END COMMERCE – FEATURES section-6

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## **Report centre Section-1**

### **Marketing**

- Products in Cart
- Search Terms
- Abandoned Carts
- Newsletter Problem Reports

### **Reviews**

- By Customers
- By Products

### **Sales**

- Orders
- Tax
- Invoiced
- Shipping
- Refunds
- Coupons
- PayPal Settlement
- Braintree Settlement

# HIGH-END COMMERCE – FEATURES section-7

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## **Store settings**

### **Settings**

- All Stores
- Configuration
- Terms and Conditions
- Order Status

### **Taxes**

- Tax Rules
- Tax Zones and Rates

### **Currency**

- Currency Rates
- Currency Symbols

### **Attributes**

- Product
- Attribute Set
- Rating

### **Other Settings**

- Customer Groups



# HIGH-END COMMERCE – FEATURES section-8

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## System settings

### **Data Transfer**

- Import
- Export
- Import/Export Tax Rates
- Import History

### **Extensions**

- Integrations

### **Tools**

- Cache Management
- Backups
- Index Management
- System setup wizard(compont,packages,upgradation,configuration)

### **Permissions**

- All Users
- Locked Users
- User Roles

### **Other Settings**

- Notifications
- Custom Variables
- Manage Encryption Key

# HIGH-END COMMERCE – FEATURES section-9

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## Support and service

- Social media promotion upto 1 year (3 poster per week)
- Product management and support upto 6 months
- Customer support desk for 1 month (Tele call support and live chat)

## Development detail

- Highly optimized UI
- Single module benchmarking
- Highly secure development, encryption keys and urls

**Note : More features will be included according to development criteria      PRICE : INR 4,80,000**

# ENTERPRISE END-POINT SOLUTION COMMERCE

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## Development methodology

- Magento enterprise edition / Codeigniter development / Laravel development  
Magento community core development→(Client preference after complete analysis)
- Case study and analytical reports before project development
- Other end point softwares and applications for ecommerce
- Ecommerce end point management and service
- End point report and research for the business system

**PRICE : After complete requirement study and project analysis**