

# eCommerce Stores PROPOSAL

JULY 2020

Thank you  
**Shahnawaz Siddiqui**

E: [sid@a37.in](mailto:sid@a37.in)  
M: +91 7838 266 888 (INDIA)  
M: +974 5540 0344 (QATAR)



WEB DEV  
MOBILE APPS  
DIGITAL MARKETING



A digital studio specialising in Web Dev,  
Mobile Apps & Digital Marketing.

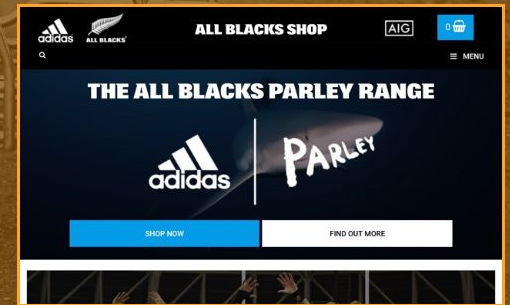
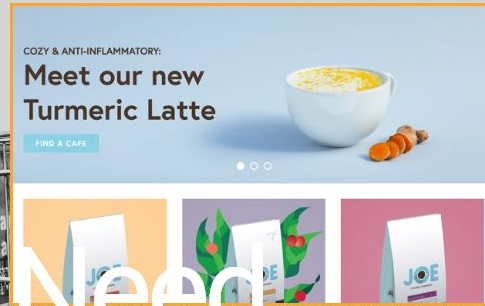
We combine innovation with digital  
craftsmanship to help brands succeed digitally!



# Everything You Need to Start Selling Online

*Empowering Independent Businesses  
Across India & Beyond. Our Platform so far  
has Generated Over \$100 million in sales.*

**ESTD 2012**  
<https://a37.in>



# We start with building your Ideal Online Store

Our E-commerce solutions keep your business up-to-date in an evolving marketplace. We know that each client has unique needs and that an "out-of-the-box" solution is not helpful in obtaining maximum ROI.

We build bespoke eCommerce store to specifically target your core markets and create customer experiences that are both unique and rewarding.

Whether you have 100,000 SKUs or only a handful; whether you are an established online retailer or new to eCommerce, we work with the most effective eCommerce platforms to deliver results tailored to your needs and requirements.



Web Store

# Your eCommerce Store @Your Command

Whether you're launching a business or taking an existing brick and mortar store online, we get started quickly and build exactly the store you want. A flexible, open-source eCommerce platform.

Absolutely no coding or programming knowledge required at your end. We will custom design your web store keeping your customers and region in mind for better conversion.

## Highlights

- Fresh web 2.0 look to the web store
- The design will be user centric to reflect a strong brand value
- We envision the site to be a good mix of high performance
- Fully compatible with modern browsers & Mobile responsive



Web Store



**Product  
Highlights**

**Everyone has an Opinion,  
We have Science**

## Product Highlights

A37

### Monthly Sock Subscription

Get fresh pairs of awesome socks delivered directly to your each month.

Billing period

Choose an option	▼
Weekly	
<b>Monthly</b>	
Yearly	

Sign up



## Sell Anything

From simple physical products and appointments to members-only digital content, you can sell anything with our ecommerce store.

Let customers choose from endless product variations, subscription options, single items, or bundles.

## Product Highlights

A37

The screenshot displays the WooCommerce admin interface. On the left is a dark sidebar with navigation options: Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, WooCommerce, Products (highlighted), All Products, Add New, Categories, Tags, Attributes, and Analytics. The main content area shows the 'Products' page with a breadcrumb 'WooCommerce / Products' and buttons for 'Add New', 'Import', and 'Export'. Below this, there are filters for 'All (19) | Published (19) | Trash (60) | Sorting' and 'Bulk Actions' with 'Apply' and 'Filter by product type' and 'Filter by stock'. A table lists products with columns for Name, SKU, and Stock. The first product is 'T-Shirt with Logo' with SKU 'Woo-tshirt-logo' and 'In stock' status. A modal window is open over the 'T-Shirt with Logo' product, showing a dropdown menu set to 'Simple product' with options for 'Virtual' and 'Downloadable' (both unchecked). Below the dropdown are sections for 'General', 'Inventory', 'Shipping', and 'Linked Products'.

## Set Up Your Store

The first decisions you need to make when setting up a store are about homepage design, navigations, site structure, and payment and shipping options.

**Relax we have got you covered!**



## Product Highlights

A37

The desktop dashboard displays the following order data:

Order	Date	Status	Ship to	Total	Actions
4266 Cy Snewman	22 hours ago	Completed	Cy Snewman, 1000 Arctic Circle, Minneapolis, MN 55111	\$9.00	
	Jan 28, 2018	Pending payment	Froggy Greenfield, 313 Lily Pad, Pond, TN 37027 via Free Shipping	\$69.00	
	Jan 27, 2018	Completed	Sunny Aviator, 1048 Blue Angels Ave, Pensacola, FL 32503 via Free Shipping	\$56.00	
	Jan 20, 2018	Processing	Dan Thekman, 123 Noddy Drive, Beverly Hills, CA 90210 via Local pickup	\$0.00	
	Jan 10, 2018	On hold	Lana Fritson, 555 Windy City Drive, Chicago, IL 60620 via Free Shipping	\$16.00	

The mobile app interface includes the text: "WooCommerce Manage orders, track sales, and monitor store activity with real-time alerts." and "USE IN WITH JETPACK".

Logos for USPS, FedEx, and ShipStation are visible at the bottom of the dashboard area.

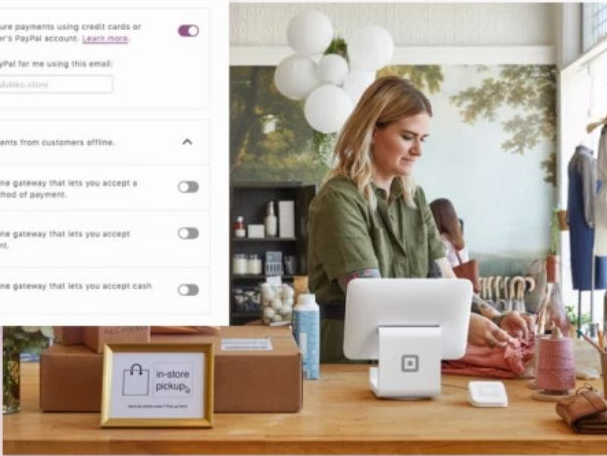
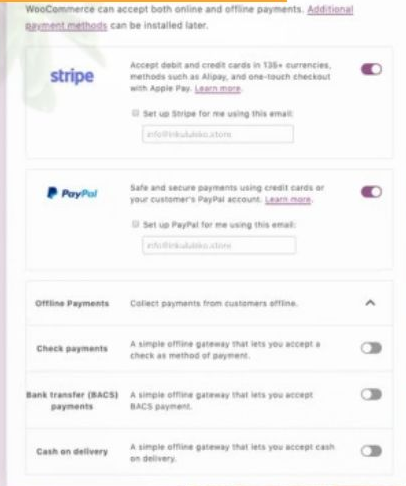
## Manage Orders On the Go

The dashboard is a familiar interface for store managers to update products and fulfill orders.

Save time with automated tax calculations, live shipping rates from leading carriers, options to print labels at home, and the mobile app for iOS and Android.

## Product Highlights

A37



## Offer Secure Payments

Our store comes bundled with the ability to accept major credit cards, bank transfers (BACS), checks, and cash on delivery.

Beyond the basics, there are 28 region-specific gateways to choose from and integrate with, including Stripe, PayPal, Square, and Amazon Pay.

## Product Highlights

A37

celebratesummer

Generate coupon code

50% of coupon for our 2020 summer sale

### Coupon data

#### General

Discount type

Percentage discount

#### Usage restriction

Coupon amount

50

#### Usage limits

Allow free shipping

*Check this box if the coupon grants 1 must be enabled in your shipping zone shipping coupon" (see the "Free Ship*

Coupon expiry date

2020-08-31

## Reward and incentivize

### Coupons →

Get easily customizable coupon functionality that fits most stores' needs right out-of-the-box. Start using coupons today.

### Points and Rewards →

Reward your customers for purchases and other actions with points that can be redeemed for discounts.

### Gifting →

Offer Free Gifts to your customers for making purchases in your Shop.

## Product Highlights

A37

Workflow [Add Workflow](#)

Abandoned Cart: 1 hour

### Trigger

Trigger \*

Cart Abandoned - Regis

*This trigger fires when a cart is abandoned if they are inactive for all queued workflows*

Customer pause period (days) ⓘ

### Rules (optional)

Customer - User Role

is

Customer - Is Subscribed To MailChimp

Customer - A/B Test: aw\_abandoned\_car

in cohort

## More features

Recover abandoned carts →

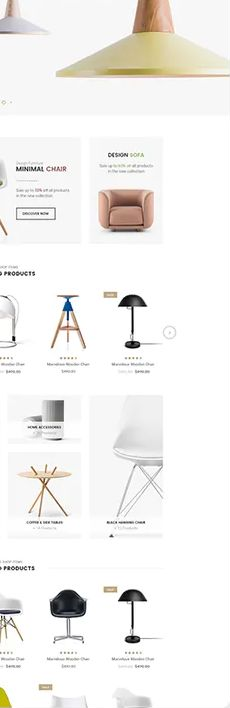
Increase conversion by following up with customers on products left at checkout.

Create powerful automations →

Automate your email marketing tasks: Encourage reviews, send wishlist reminders, target inactive customers, and delight with birthday messages.

Newsletters →

Send newsletters to engage with your audience, provide business updates, and share stories. Integrate your store with platforms like Mailchimp, Campaign Monitor, Constant Contact, AWeber and more.



NEW ARRIVALS  
**STINGRAY CHAIR**

An eye-catching almost futuristic interpretation of the classic rocking chair.

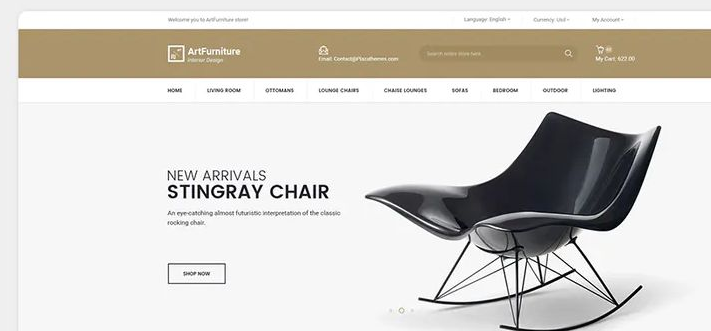
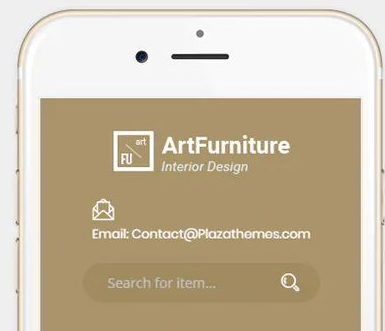
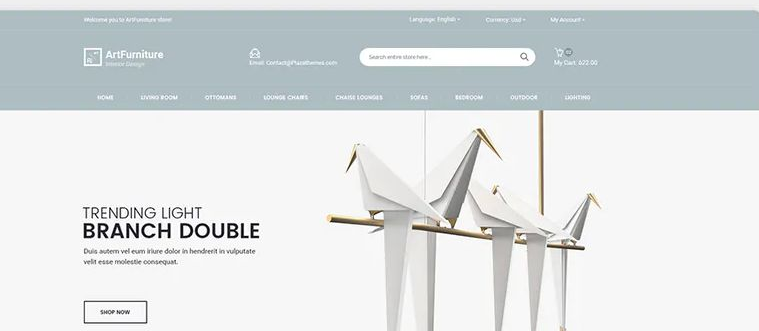
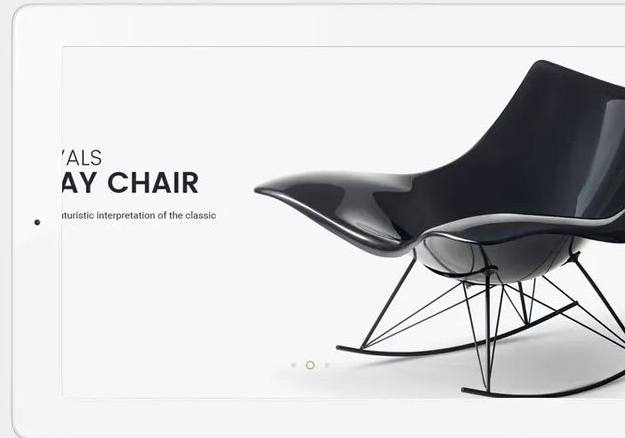
SHOP NOW



**LAMPS LIGHT COLOR**  
BY JOEL ROBERTS

Elkon is made of certified wood and a lampshade that is attached simply with the help of magnets.

SHOP NOW



ECOSHOP PRODUCTS STORE DESIGNER CONTACT

The Latest Product from ecohop

# LOOK BEAUTIFUL THIS SEASON

SHOP NOW \$299

ECO FRIENDLY \$299

CONCRETE SHAVING KIT \$299

WOODEN CHAIR \$299

CERAMIC STONE VASE \$299

ECOSHOP PRODUCTS STORE DESIGNER CONTACT

The Latest Product from ecohop

# FEATURED CYCLE

SHOP

NEW ARRIVAL

WOODEN CHAIR \$299

MINIMALIST WOOD TOYS \$299

CONCRETE SHAVING KIT \$299

PARAGON PENDANT \$299

CRATIVE LAMP \$299

ECO FRIENDLY \$299

GEOMETRY STOOL \$299

CERAMIC STONE VASE \$299

POPULAR PRODUCTS

WORK Samples A37

ECOSHOP

The Latest Product from ecohop

# LOOK HOT WITH STYLE

SHOP

NEW ARRIVAL

LEATHER BAG \$299

LEATHER BAG \$299

GRAPHITI TSHIRT \$299

FEMALE TSHIRT \$299

POPULAR PRODUCTS

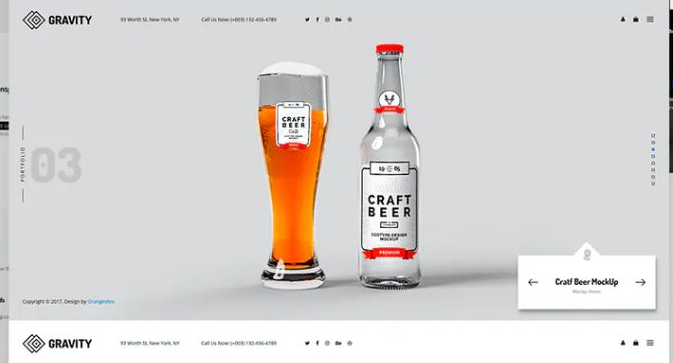
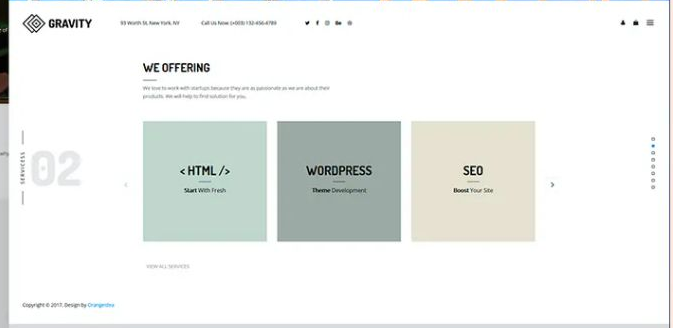
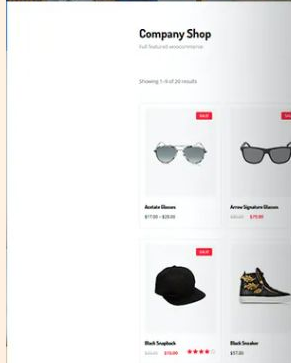
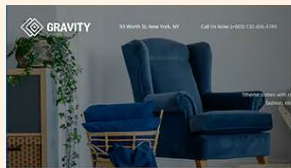
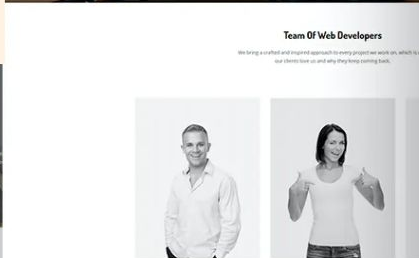
LEATHER BAG \$299

WATCH \$299

SHOES \$299



# Work Samples



Enter keywords here...



# SAMEX



**HOME**

SHOP

BLOG

PAGES

ABOUT US

CONTACT US

Cropped jacket with belt

## 20% SALE OFF

SHOP NOW



T-SHIRT COLLECTION  
**PERFECT WHITE**

SHOP NOW →



DRESS COLLECTION  
**SEXY ROSE**

SHOP NOW →



**FREE WORLDWIDE SHIPPING**  
Lorem ipsum dolor sit amet.



**EXPRESS DELIVERY**  
Lorem ipsum dolor sit amet.



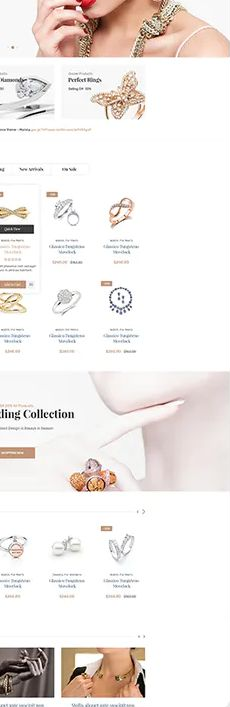
**SAFE PAYMENT**  
Lorem ipsum dolor sit amet.



**SUPPORT 24/7**  
Lorem ipsum dolor sit amet.

NEW ARRIVALS





Exclusive Offer -10% Off This Week

## Dennis Arrivals

Starting at \$2,199.00

[SHOPPING NOW](#)

WATCHES ▾  
FOR MEN'S  
FOR WOMEN'S  
JEWELRY ▾  
BLOG  
CONTACTS

**Newsletter**  
Sign up for our newsletter.

Email address:

Exclusive Offer -20% Off This Week

## Rings For Women

Starting at \$2,199.00

[SHOPPING NOW](#)

# Work Samples

Sale Off 20% All Products

## New Trending Collection

We Believe That Good Design is Always in Season

[SHOPPING NOW](#)

Free shipping on all domestic orders with coupon code "watch2019"

Language: ENG | Currency: USD | Setting: ▾

LOCATION: Street 12345 - USA | CALL US: +1(902) 800 456 789

**MÖNSTA** |  |  | \$609.00

HOME SHOP WATCHES ▾ FOR MEN'S FOR WOMEN'S JEWELRY ▾ BLOG CONTACTS

### Detail

Home / Shop / Classico 12 Tungsteno Movelock

Watches, For Men's

#### Classico Tungsteno Movelock

32 Reviews | Add Your Reviews

Simplicity redefined, the Nike Roche Two Flyknit Men's Shoe features breathable Nike Flyknit material that shifts colors depending on the angle you look at it, along with three layers of cushioning for soft comfort.

~~\$609.00~~ \$162.00

**Jewelry Arrivals**

Starting at \$2,199.00

[SHOPPING NOW](#)

Free shipping on all domestic orders with coupon code "watch2019"

Language: ENG | Currency: USD | Setting: ▾

LOCATION: Street 12345 - USA | CALL US: +1(902) 800 456 789

**MÖNSTA** |  |  | \$609.00

HOME SHOP WATCHES ▾ FOR MEN'S FOR WOMEN'S JEWELRY ▾ BLOG CONTACTS

Exclusive Offer -20% Off  
**Explore Wedding Ring**

Exclusive Offer -10% Off  
**Ambassador Heritage**

Exclusive Offer -30% Off  
**Engagement Rings Rose**

# DELIVERABLES

Here is a complete list of deliverables for our ecommerce store solution.

Finder

Quick Search

## Favorites

- Documents
- Downloads
- Design projects



take-off.mp4  
2019, Jan 20, 10:22  
2.3 GB



drone-01.mp4  
2019, Jan 20, 10:22  
1.1 GB



drone-02.mp4  
2019, Jan 20, 10:22  
1.1 GB



Raw footage  
34 items



landscape.mp4  
2019, Jan 20, 10:22  
1.1 GB



water-with-image.jpg  
2019, Jan 20, 10:22  
1.1 GB



balloons.mp4  
2019, Jan 20, 10:22  
12.3 GB



Drone footage  
20 items



balloon  
2019, Jan 20, 10:22  
1.1 GB



## eCommerce Store Deliverables

- 100% Working eCommerce web store
- 100% Mobile compatible
- Store running on your custom domain

### **One-Time Activities**

- Manage Store Categories
- Manage Product Loading
- Integrate Shipping Partner
- Integrate Payment Gateway
- Auto Email Responders

### **Other Deliverables**

- Application Source Code
- 60 Days Bug Fixing
- 1st Year Cloud Hosting
- 1st Year SSL Certificate (https)

## Cloud Hosting & Emails

If you're setting up a web store, you're going to be in need of a web hosting service. Web hosting services are the foundation on which all websites are built. We provide Next-Gen VPS Hosting.

Our virtual private servers are built from the ground up using all SSD storage. Enjoy increased power, flexibility, and control for your websites & email accounts.

Services included in our hosting plan:

Domain Name	: Business Domain ( .com/.in)
Digital Storage	: 100 GBs
Email Accounts	: Google Suite (3rd Party)
Bandwidth & traffic	: Unlimited
Uptime Guarantee	: 99.99%
SSL Certificate	: 256-bit encryption

A circular logo with the text 'A37' in a white, stylized font on a yellow background. The background of the entire page features a low-angle shot of a modern building with yellow and orange walls against a bright blue sky with scattered white clouds.



## Project Phases

- Requirements/Business Analysis
- Benchmarking
- Understand audiences and users
- Analyze use case scenarios
- Technical assessment of current systems

## Technology Stack

Presentation layer	: LAMP (opensource)
Interactive Layer	: HTML ,Node.js
Database	: MySQL
Server	: Linux Hosting Server

In the dev phase the site would be hosted on our staging server, for which we would be sharing the URLs so that you can view the site on the test environment. Reviews, responses, and clarifications will be handled through scheduled meetings, e-mail and conference calls.



A digital studio specialising in Web Dev,  
Mobile Apps & Digital Marketing.

We combine innovation with digital  
craftsmanship to help brands succeed digitally!

Thank you

**Shahnawaz Siddiqui**

E: [sid@a37.in](mailto:sid@a37.in)

M: +91 7838 266 888 (INDIA)

M: +974 5540 0344 (QATAR)