PROPOSAL FOR:

[COMPANY NAME]

DELIVERED: 01/15/2023
VALID FOR: **15 DAYS***

***Please note:** The resources and time required to complete this project on time and within budget have already been allocated. We can only guaranty time and budget requirements for 2 weeks. After that, we will need to re-visit the scope of work together.*

REQUIRS AUTHORIZATION FROM:

Name / Title

_____

Name / Title

_____

CONTENTS

EXECUTIVE SUMMARY

This correspondence outlines the complete scope of work you requested, including objectives, procedures, identification of responsibilities, timelines, references and estimated fees. This proposal will serve as the blueprint for the engagement and provides specifications for the creative, functional, technical development and marketing aspects. It is important that both parties fully agree on the specifications and expectations defined in this proposal.

background

[COMPANY NAME] is an online retailer of baby and child products. They are looking to have a site designed to take advantage of a unique business opportunity in Oman. [COMPANY NAME] is looking to engage EBWAY Creative's marketing and technology expertise in the deployment of a customized Online Business Solution utilizing the MagentoCommerce Platform.

opportunities to capitalize on

Some of the specific opportunities that client would like to capitalize on during this project are:
- Streamline the backend order management process from Magento to client's fulfillment solution
- Better segment customers from a marketing and merchandizing perspective
- Increase website promotion activities to drive incremental sales and conversion

other project objectives

The project objectives are the following:
- Build brand identity, awareness and interest in [COMPANY NAME] products and services
- Create a customer focused website and enhanced user experience via a modern design and intuitive navigation to help customers and potential customers find relevant products and services
- Provide better online marketing and website data intelligence to [COMPANY NAME] marketing team and other stakeholders in order to improve decision making

Success of this project and consequently the degree to which the above mentioned pain points are alleviated, the new opportunities are realized and the other project objectives are accomplished is dependent on [COMPANY NAME] and EBWAY Creative working together.

why choose us?

There are several key advantages that EBWAY Creative brings to this project:

- Exceptional Value: Market rates for professional web development and design are currently in excess of $150 an hour. EBWAY Creative offers corporate quality at prices that small and midsized businesses and nonprofit organizations can afford.

- Award Winning Design Team: We have an award winning design team that handles everything from logo and identity development to incorporating video and multimedia.

- Domain Expertise: We have created dozens of websites and online stores stores as well as marketing solutions utilizing other popular platforms. We also have a core focus around revenue which is a key point of difference that we plan to include as part of our proposal. More importantly, we understand best practices in web design & eCommerce today and employ a fact based approach to driving more sales and optimizing your website's total conversions.

- Project Management: One of the most noted keys to project success is project management. EBWAY Creative employs best of breed methodologies for project management and our project management team is second to none. In addition, track your project and collaborate with your team 24/7 via our world class project management tool.

- Additional Marketing Services: EBWAY Creative is a full service online marketing agency and as you will see in our 'Exclusive Services' list, EBWAY Creative is including a number of additional marketing services to demonstrate our commitment to the project's total success.

- Best Value Guarantee: EBWAY Creative is committed to providing you the best value for your investment and will match or beat the price of any competitor's proposal offering comparable services, quality and results.

EBWAY Creative is committed to developing strong and lasting relationship with [COMPANY NAME] and to doing our part to realize the project objectives listed above. Thank you for giving us the opportunity to earn your business.

You will find the full statement of work enclosed as well as supporting documentation. We have established a reputation for value without sacrificing quality and look forward to showing you that our reputation is well deserved.

Sincerely,
EBWAY Creative Team

SITE CUSTOMIZATIONS

[COMPANY NAME] will contract EBWAY Creative for design and development services. The following section will be functionality implemented during the development process.

- List Item 1 –
- List Item 2 –
- List Item 3 –

*EBWAY Creative assumes that any 3rd party module/extension and all of its features will work as advertised. Should the a module fail to function as advertised, additional hours and budget will be required to properly integrate the module. EBWAY Creative will advise client if this occurs.

website theme creation / look & feel

EBWAY Creative will create layout templates (a "Theme") for the new Client site to work with the selected features of the online business system as they function by default. EBWAY Creative will adjust the look and feel of the default feature modules to match Client overall branding and corporate identity. Customization of the functionality and behavior of individual feature modules is not included in this SOW, except as noted in the Magento Customizations section above.

non-magento functionality & 3rd party integration

EBWAY Creative will work with Client to define and implement the following items:

- Drop Shipper/Warehouse – For phase I of this project it is recommended that the client use Shipworks or another 3rd part shipping managing solution that can easily be integrated into Magento with an existing extension. For Phase II (pricing not included in this project) the website will be integrated with a third party fulfillment center to send orders and pull in tracking information and updated inventory.

- ERP - For phase I the website will have the Embedded ERP extension installed in Magento. Phase II may involve the integration with a 3rd party client ERP.

- Live Chat – Revenue Factory will integrate a live chat software into Magento in Phase I. It will be the clients responsibility to create and signup for an account with a chat software that has an easy to integration widget for installation into websites.

- Email Marketing – Revenue Factory will integrate with MailChimp for email marketing using the existing MailChimp extension..

Note: Client and/or client's contractors or 3rd party vendors' assistance may be required to achieve the above mentioned functionality. Client agrees to provide such support.

Fulfillment

The client's anticipated fulfillment process will be as follows:

- The client will utilize shipping methods available within the Magento core functionality such as UPS, FedEx or USPS or other core methods to determine the shipment pricing that is shown to the end user.
- The remainder of fulfillment will be completed through flat rate pricing entered as shipping rules within Magento or manually by the client

data migration

EBWAY Creative will assist the client in entering in sample product data to demonstrate how to enter products into the content management system. Client will be responsible for entering in the remaining or any new product data.

- Product Catalog. Revenue Factory will migrate the client's current product catalog into the Magento database. Revenue Factory will provide client a csv file template to assist in the product migration. Client must provide Revenue Factory product data in given format. Product imports are expected to be 98% accurate and may require the client to update some products manually.
- Product Images. Client will provide Revenue Factory their product images in a zip folder or put on an ftp location. If client is unable to do this, for an additional fee, Revenue Factory will migrate the product images. At a minimum client needs to provide a unique path or image url so we can associate each image with a product.
- Customers. Revenue Factory will migrate customer profile data. This assumes client will provide csv file of customer data to be migrated.

  Note: Past client order data is not included in the scope of this migration

TECHNICAL SPECIFICATIONS

The technical specifications provide a summary of some of the common technical aspects to the project.

Development

EBWAY Creative will develop the Client website using the following tools:

- Magento, version (latest stable version)
- MySQL, version (latest stable version)
- PHP, version (latest stable version)

EBWAY Creative recommends the Magento Enterprise or Professional version but can achieve the desired functionality using the Magento Community as well.

Hosting

EBWAY Creative recommends that the client's site be hosted on a dedicated server. EBWAY Creative has worked with various hosting companies that specialize in Magento including Crucial, SimpleHelix, Rackspace, Nexcess and and would recommend either of them. However, Client is free to choose their own hosting solution. EBWAY Creative will work with the hosting provider in any capacity desired by Client. Client is free to manage the relationship entirely or EBWAY Creative will take the task of managing the hosting relationship for an additional fee. In either case, EBWAY Creative will need to have access to the server. The following are some direct links to the companies mentioned:

- www.guidance.com (preferred)
- www.rackspace.com (preferred)
- www.nexcess.net (preferred)

payment processing

EBWAY Creative recommends choosing Authorize.net or Paypalpro for trusted payment gateways or another gateway that is a Magento supported gateway. Client will supply EBWAY Creative with any credentials needed to test the payment module.

secure sockets layers (ssl)

Client will need to obtain a new SSL certificate for secure transaction processing. The certificate will be purchased by Client and installed by EBWAY Creative. The certificate will be used to encrypt connections to any admin pages and any pages with sensitive customer information.

EBWAY Creative will design and test the site for reliability in the following browsers:

-
-
-
-

Note that not all Web browsers and operating systems render content exactly the same way. Some variation in rendering is to be expected and considered acceptable as long as the core functionality remains intact across the above-mentioned environments. EBWAY Creative uses best practices in Web development standards, but cannot guarantee fidelity or operability in all platform / browser / client combinations.

MARKETING SPECIFICATIONS

The marketing specifications provide a comprehensive list of the requirements that EBWAY Creative will manage.

search engine optimization

This proposal includes SEO services to help make sure your website is built in an SEO friendly manner such as SEO friendly urls, sitemap and the ability to easily implement and manage on page optimizations such as meta, title and keyword data.

In addition, as client has an existing site, EBWAY Creative will implement 301 redirects for its most indexed pages to help preserve as much of the current search engine equity as much as possible. Client will need to provide a current sitemap along with a mapping from the old url to the new url.

search engine registration & xml sitemap generation

Upon site launch, we will register the site with the three primary search engines: Google (also used by AOL Search), Yahoo and MSN. Client will be responsible for maintaining registration information monitoring the status of site indexing with all search engines. Additionally, EBWAY Creative will build a dynamic XML sitemap based on the Sitemap .90 protocol that will be read by the previously mention search engines on a regular basis. For more information on XML sitemaps, see the official specification: http://www.sitemaps.org/.

user generated content

Client has chosen to implement Product Reviews. This will provide a way to keep the site content fresh without the need to continually write new copy for products. While customer reviews will help SEO, it will be Client responsibility to monitor reviews for inappropriate content.

site analytics

EBWAY Creative will implement Google's free analytics tool - http://www.google.com/analytics/ index.html.This will give Client site administrators access to all of the stats available in the Google Analytics suite of reports. Client will need to request an invitation to Google Analytics by filling out the form on this page: http://www.google.com/analytics/sign_up.html

additional marketing services

EBWAY Creative distinguishes itself by offering exclusive marketing services to select clients as part of this proposal package. Please see the Exclusive Services section of this proposal for more details.

BONUS SPECIFICATIONS

The following additional specs have been added either by request of the client or due to the unique nature of the project or have been determined to be important to the overall success of the project.

Project Auxiliary Fund:

At no additional cost to the client, EBWAY Creative will allocate up to an additional $XX which may be used to purchase Magento extensions or 3rd party tools which can help expedite requested functionality. These files and documentation for anything purchased will be transferred to client upon final payment.

Extra Training:

While we have basic training listed in a separate section of the proposal, we understand that the client may not have a support team and may need additional training sessions. EBWAY Creative will provide up to 2 additional webinar based training sessions. A typical training session lasts between 30 to 60 min.

Extra Support Hours Post Project:

With a project of this size, it is nearly impossible to predict every task in advance and undoubtedly the client will think of something post project or post design freeze which may technically be considered a change request. Whether used during the project or post project, EBWAY Creative will allocate up to 5 hours to be used at client's discretion for any additions and changes.

Mobile Theme:

Studies show that users who engage with your site across multiple channels such as mobile have a higher AOV. Increase the user experience for those users who interact with your brand via the mobile channel. EBWAY Creative will install a mobile theme optimized for both the iphone and android platforms. Some limitations to functionality, such as customizations made to Magento or enhanced features may not be feasible in the mobile theme. For an example of the mobile these, please see: http://ecommerce.aheadworks.com/magento-themes-and-templates/iphone-theme.html

EBWAY Creative has created and/or installed several valuable extensions over the course of time and would like to incorporate one of the following extensions as part of this project at no additional charge:

- Advanced Reports. The Advanced Reports extension improves functionality of native Magento reports and creates a complete picture of your business situation.
- Follow Up Email. The Follow Up Email extension is a powerful auto-responder and customer relationship tool that helps to keep your site in the customer's mind always.
- Social Sharing. The Facebook Link extension helps you promote your store among your customers' Facebook friends quickly and easily.
- Ask a Question. The Product Questions Magento extension lets your potential customers ask you product-related questions on the product page itself. Answer them right there - and resolve their doubts.

EBWAY Creative assumes the module and all of its features will work as advertised by their original creators. There are instances where some extensions do not work properly under all circumstances or conflict with other extensions. Should the module fail to function as advertised, additional hours and budget may be required to properly integrate the module. EBWAY Creative will advise client if this will occur and client can then determine whether to have the extension removed or modified.

MILESTONES, TIMELINES & INVESTMENT

The following summarizes the key project milestones, a rough timeline and the proposed budget/ investment required.

Phase / Milestone	Description	Key Deliverables (sample only)	Estimated Timeframe
Discovery	Our time to get to know the goals and requirements and brainstorm on "out of the box" ideas.	• Project Plan • Information Architecture • 3rd Party Integration Plan • Creative Brief	1 to 2 weeks
Design	Design of the User Interface as well as the database The nitty gritty coding	• UI design & approval • Database design • Staging Site	6 to 8 weeks
Develop		• Key Milestones Reached • Issue Tracker created	6 to 8 weeks
Debug (Testing)	Browser Testing, Unit testing (if applicable), User Testing and usability testing	• Bug Report • Performance Testing	1 to 1.5 weeks
Deployment	Alpha/Beta and then final release	• User Guide • Training • Final Milestones Reached • Other Marketing Deliverables	2 to 3 days

*Note that some phases may run concurrently

Proposed Investment

The proposed investment for the completion of the specifications and objectives listed in this proposal is *$35,000 - $42,000. *This proposal does include a 20% contingency*. This contingency accounts for minor changes & modifications to scope as well as client delays.

Please note: Ongoing services such as, but not limited to SEO, PPS, and MARKETING are not included in the quote above and are provided as a secondary ongoing project / agreement.

Payment Milestones:

Payments to be made on a milestone basis:
1. 50% - Project Kickoff
2. 20% - Design/Dev Acceptance
3. 20% - Project Completion and Client approval (on staging site)
4. 10% - Site LIVE

Best Value Guarantee

EBWAY Creative is committed to providing you the best value for your investment and will match or beat the price of any competitor's proposal offering comparable services, quality and results. All we ask is that you give us a shot at reviewing the competitors proposal. We will also make sure that their quote is accurate and wether you choose us or not, we're happy to provide guidance.

NOTES, ASSUMPTIONS AND EXPECTATIONS

The following is a list of important notes, assumptions and expectations concerning the engagement.

Content & Images

Client will provide content for static pages in digital format to EBWAY Creative. Client will be responsible for inputting all content into the Magento product database that cannot be imported directly via their current system. Any other images or content must be supplied in digital format. Any time required to scan photography or transcribe non-digital content will be assigned an additional work order and billed as time & materials at our standard rate.

Change Requests:

Future changes to the site are not covered in this quote and will be billed at $XX/hour unless an additional scope is agreed upon for future phase of development. Change requests are submitted and approved via the online project tool. Detailed instructions are provided at project kickoff on how to submit a change request.

Training:

Our philosophy is to empower our clients to be self-sufficient as much as possible. As part of the training process EBWAY Creative will provide the following:

- Magento User Guide consisting of over 150 pages with detailed instructions on how to use the core features of Magento.
- Web Training via GoToMeeting. Typically up to 2 hours.
- Links to Screencasts and the Magento Wiki
- Other Training. Other training can be provided as needed. In addition, training can be purchased in 2 hour blocks.

Content Migration

If the solution that is being provided contains a content management system and thereby the facility for the client to manage the content of their site themselves, EBWAY Creative would expect client to input and manage their own content. As a professional courtesy (no add'l cost), EBWAY Creative will migrate the client's static content typically found on pages such as (About Us, Our Mission, etc) assuming the client can provide that content prior to the development phase of the project and limited to a reasonable number of pages (up to 8). Client will be responsible for inputting the remaining content using the CMS tools. EBWAY Creative can also provide data entry services, copy writing or data migration for an additional fee.

Support And Maintenance:

Any bugs that may arise up to 30 days after going live will not be charged to the client as long as it relates to the original scope of the project. This assumes that the bug is a result of our work (not a known bug within the platform) and client has not made any major changes to the application or major changes in the configuration of the CMS. Ongoing support options can be purchased in blocks of hours starting as low as 15 hour blocks. Comprehensive Service Level Agreements (SLAs) can be designed as well upon request.

YOUR RESPONSIBILITIES:

This project demands significant involvement by key members of your company. Ultimate success is highly dependent on their effort. To help achieve a smooth and successful implementation, it will be your responsibility to perform the following:

- Provide timely feedback to design concepts and status updates
- Compile a complete list of all approved graphic files and specific content that you require to be used on the website.
- Secure hosting and/or provide such details to our team
- Other tasks as required such as procuring payment gateway, data files, SSL interaction with other 3rd party vendors, contractors or stakeholders

Additional Costs:

The project pricing includes EBWAY Creative's fee only. Any and all outside costs including, but not limited to, equipment rental, Magento extensions, photographer's costs and fees, photography and/or artwork license, prototype production costs, talent fees, music licenses, and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal.

Timing:

EBWAY Creative will prioritize performance of the Services as may be necessary or as identified in the Proposal, and will undertake commercially reasonable efforts to perform the Services within the time(s) identified in the Proposal. Client agrees to review Deliverables within the time identified for such reviews and to promptly either (i) approve the Deliverables in writing or (ii) provide written comments and/or corrections sufficient to identify the Client's concerns, objections or corrections to EBWAY Creative. EBWAY Creative shall be entitled to request written clarification of any concern, objection or correction. Client acknowledges and agrees that EBWAY Creative's ability to meet any and all schedules is entirely dependent upon Client's prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the Proposal and that any delays in Client's performance or Changes in the Services or Deliverables requested by Client may delay delivery of the Deliverables. Any such delay cause by Client shall not constitute a breach of any term, condition or EBWAY Creative's obligations under this Agreement.

EXCLUSIVE SERVICES – Pick three!

The following is a list of services, which distinguish us as a solutions partner and which we are including up to (3) items as part of this engagement at no additional charge. Client must notify EBWAY Creative which additional services they have chosen by the time of the project kickoff.

Email Template Design + 1 Hour Of Email Marketing Consulting

We think email marketing is important particularly for your type of business. Based on the new website look n feel, we'll consult with your team on some of the email marketing goals and then we'll create an email template which your marketing team can use for their email marketing campaigns.

Marketing Research & Analysis Deliverables (Discovery)

These deliverables are designed to serve as a pillar to creating the online marketing strategy for the new website as well as help your team write SEO rich content. Some of these deliverables include:

- Keyword Research
- Competitor Analysis
- Social Media Analysis and Opportunity
- Marketing Plan (30 to 60 day)

These are not fluff deliverables. Ask to see a sample report of one of these deliverables. They really help set the marketing strategy and identify opportunities worth pursuing.

Key Performance Indicators Setup And Tracking

The old adage in goal setting is "what gets measured gets your focus". EBWAY Creative will help you identify what to focus on and then help you setup how to measure it. Our focus will be on the following:

- Defining your KPIs: We will actually list out for you what your KPIs should be, a definition and how to calculate them.
- Tracking your KPIs: If you're an eCommerce site we will setup advanced eCommerce tracking within Google Analytics which can help you track your KPIs all the way to the traffic source, campaign and even keyword level. If   you're not an eCommerce site we will provide you with a few basic excel templates you can use to guide you.
- Training & Consultation: We go the extra mile to train you how to draw insights from the KPIs and we'll be available to answer questions or brainstorm with you when you get stuck.

Usability Analysis

We hire an independent company to setup a usability study with 2 to 5 individuals representing your demographic. From that we gather audio recordings of their usage of the site as well as a final report of their findings and suggestions.

Pay Per Click Setup

EBWAY Creative's marketing team will help you have a successful launch by with PayPerClick. Pay per Click (PPC) is a great way to generate initial sales, RFQs or membership signups quickly. If this option is selected, then the following introductory PPC services will be included in this proposal:

- Account Setup (Includes 1 search engine account)
- Campaign and AdGroup Creation (up to 50 keywords)
- Creating multiple ads
- Installing conversion tracking (if applicable)

Note: This option must be used with the marketing analysis and discovery option unless a keyword list is already provided.

Social Commerce

Your brand, market and products are being discussed increasingly outside of wall of your store or website. Social Commerce creates new opportunities for your customers and prospective customers to engage with your brand. EBWAY Creative's goal is to expand brand awareness, visibility and eCommerce opportunities by engaging with customers where they currently congregate such as forums, blogs, and social networks. Our marketing team will commit up to 15 hours to work with your marketing team on any of the following areas of competency:

- Designing and implementing a branded Facebook main page
- Designing and implementing a Twitter main page
- Allow customers to promote products and/or purchases on their Facebook wall during the checkout process (applies to Magento sites only)
- Consultation with our Social Media/Commerce subject matter expert on ideas and strategies for how to monetize engagement

Advanced User Experience

In certain situations it's imperative to employ a more indepth design process in order to apply a more fact based approach to creating the user experience of the application. Our marketing and design teams will work together and commit up to 15 hours of advanced user experience design work including but not limited to the following tactics:

- User and stakeholder interviews
- Wireframes for core pages
- Interactive Prototypes (if applicable)
- Review and analysis of website analytics including heat maps to determine UX optimization opportunities
- Screencasts of end users using the current website/application in order to determine UX optimization opportunities

Conversion, Conversion & More Conversion

Whether your site is generating thousands of visits per day or just a handful, the traffic means nothing if you are not turning those visits into conversions. These are the additional services we will include in the proposal:

- *Install Google Analytics (Everyone does that)*
- *Setup conversion tracking for 2 to 3 conversions based on targeted calls to action within the website*
- *Setup an engagement conversion to target the type of user engagement we want*
- *Setup and configure the conversion funnel so you can see the typical path users take to get to a conversion*
- *Provide client's marketing team with a list of 50 different website conversion strategies which they can implement*

A Bucket Of Hours

This is a great option if you're not sure what to choose but you know that you'll want some marketing help throughout the project. Our marketing team will commit up to 8 hours to work with your marketing team on any of the following areas of competency:

- Social Media Marketing (including profile optimization and creation on various social media platforms)
- Search Engine Optimization – Link building, content writing, etc
- PPC – We can advise on your pay per click strategy or help you setup a new program. If you're new to PPC then we will not only setup your account but pay for your first 100 website visits brought by pay per click
- Usability and Conversion – Whether it's implementing some of those conversion ideas or talking about usability
- Email Marketing – Our advice on good email marketing platforms, how to use them, email marketing best practices, etc.

Conversion Campaign Using Google Optimizer

Often known as A/B testing and multivariate testing, EBWAY Creative will help you improve your conversion by testing different "page elements" For example, while you are testing which headline to use, you could also test many other "page elements" – such as text, images, prices, offers, buttons, etc – all at the same time. Each of your visitors will see a different combination of these elements, then Google Website Optimizer will work out, on average, which of the elements performed the best. This can help you to put together a high-converting "super-page". Whether your site is generating thousands of visits per day or just a handful, the traffic means nothing if you aren't turning those visits into conversions.

Note: This option is only available if there are clear conversion goals set up and site traffic is greater than 50 unique visits per day.

APPROVAL

To accept this proposal dated 4/12/2018:

       • Please execute this document below. In doing so, you indicate your acceptance of the terms outlined herein.
       • Please return this contract, via fax to 866-489-7560 , email or via U.S. Mail to EBWAY Creative, 407 S Dearborn Suite 1401,   Chicago, IL 60605.
       • Facsimile signatures will be deemed as original for the purposes of this document.

The undersigned authorized representative of Client agrees that this document accomplishes the deliverables described in the scope proposal.

Please return signed acknowledgement copy promptly.

Accepted And Agreed

Client

By:
_____

Name:
_____

Title:
_____

Date:
_____

Accepted And Agreed

EBWAY Creative

By:
_____

Name:
_____

Title:
_____

Date:
_____

Appendix A – Terms and Conditions

The following are the standard terms and conditions under which EBWAY Creative, Inc, a Corporation with is principal place of business in Chicago, IL, provides computer software and consulting services. These terms and conditions apply unless expressly varied in a written agreement or engagement letter between EBWAY Creative and its client ("Client").

1. Services. EBWAY Creative shall perform the consulting, software, development, marketing and related services for Client pursuant to proposals and/or written specifications agreed to by Client and EBWAY Creative Inc. on a "Work For Hire Basis".

2. Fees. In consideration of the Services performed by EBWAY Creative and/or EBWAY Creative partners' standard warranties and representations as set forth in these terms and conditions, Client shall pay EBWAY Creative's fees or project cost as specified in this signed proposal. In addition, Client agrees to pay any reasonable accepted upon out-of-pocket expense incurred by EBWAY Creative in performance of the Services. Client must approve out of pocket expense in advance. EBWAY Creative shall submit invoices to Client for services as specified in this proposal. Such invoices shall include any reimbursable expenses. The invoice shall be due according to the time specified on the invoice.

3. Confidentiality. EBWAY Creative and Client agree that any and all information identified by the other as "Confidential" and/or "Proprietary", or which a reasonable third party would recognize as Confidential or Proprietary, will not be disclosed to any third person without the express written consent of the other party.

4. Term and Termination. This Agreement shall remain in effect for the lesser of 6 months from the Effective Date or until completion of all assigned projects. Client may terminate EBWAY Creative's engagement at any time upon thirty (30) days prior written notice to EBWAY Creative. Either party may terminate this Agreement if the other party is in material breach or default of its obligation, which breach or default is not cured within fifteen (15) days of written notice from the other party. Upon termination of EBWAY Creative's engagement, Client shall pay EBWAY Creative all of EBWAY Creative's unpaid charges and all approved out-of-pocket expenses accrued through the date of termination.

5. Ownership & Intellectual Property. EBWAY Creative Inc. will be performing a "work for hire" service under the Copyright Act. All screens, graphics, domain names, content, source code, and programming shall be owned by The Client. Prior inventions, intellectual property and work performed for other clients by EBWAY Creative prior to this engagement are excluded.

6. Mutual Non-Compete. During, and for two (2) years after termination of this agreement, EBWAY Creative & Client agree not to: (i) divert, take away or solicit any of each parties' actual or potential customers that have been introduced or made known to either party by the other party or (ii) solicit, employ or attempt to employ, any of either parties' personnel, vendors, and/or contractors or (iii) compete with the other party's business. The term "not compete" as used herein shall mean that either party shall not own, manage, or operate a business substantially similar to or competitive with the present business of either party.

Appendix – Complete Magento Feature List

Analytics and Reporting

• Google Analytics Integration
• Admin Dashboard for Reporting
• Sales Report
• RSS feeds for new orders
• Tax Report
• Abandoned Cart Report
• Best Viewed Product Report
• Best Purchased Product Report
• Search Terms Report

• Product Reviews Report
• RSS Feed for New Reviews
• Tags Report
• RSS feed for New Tags
• Coupon usage Report
• Total Sales Invoiced
• Total Sales Refunded
• Best Customers Report by Total and # of Orders
• Low Stock Report

Product Browsing

• Multiple Images Per Product
• Product Image Zoom-in Capability
• Product Reviews
• Related Products
• Stock Availability

• Multi-Tier Pricing Upsell
• Product Option Selection
• Grouped Products View
• Add to Wishlist
• Send to a Friend with Email

Catalog Browsing

• Layered/Faceted navigation for filtering of
   products
• Static Block tool to create category landing pages
• Ability to assign designs on category and product
   level
• Configurable search with auto-suggested terms
• Recently viewed products
• Product comparisons
• Recently compared products
• Cross Sells, Up Sells, and Related items
• Popular Search Terms Cloud
• Filter by Product Tags
• Product Reviews
• Product listing in grid or list format

• Breadcrumbs
• Multiple Images with Zoom
• Related products
• Stock Availability
• Multi-Tier Pricing Up-sell
• Product Option Selection
• Grouped Products View
• Add to Wish list
• Send to a Friend with email
• Flat Catalog Module for Improved Performance

   with large catalogs

Catalog Management

- *Inventory management with backordered items,*
  Minimum and Maximum quantities.
- *Virtual Products*
- *Downloadable/Digital Products*
- *Customer Personalized Products - upload text for embroidery, monogramming, etc.*
- *Bath import and export of catalog*
- *Define Attributes for Customer Sorting on category (price, brand, etc.)*
- *Customer Personalized Products-upload image*
- *Advanced pricing rules and support for special prices*
- *Search results rewrites and redirects (EBWAY Creative to look into this feature)*
- *Approve, edit, and delete product tags*

- *Batch updates to products in admin panel*
- *Simple, configurable and grouped products*
- *Tax rates per location, customer group, and product type*
- *Attribute Sets for quick product creation of different item types*
- *Create Store-specific attributes on the fly*
- *Media Manager with automatic image resizing and watermarking*
- *Approve, edit, and delete product reviews*
- *RSS feed for low inventory alerts*

Customer Accounts

- *Order status and history*
- *Re-orders from account*
- *Recently ordered items*
- *Address book with unlimited addresses*
- *Default billing and shipping addresses*
- *Wish list with ability to add comments*
- *Email or send RSS of wish list*

- *Newsletter subscription management • Product Reviews submitted • Downloadable/Digital Products • Downloadable/Digital Products • Product tags submitted • Account Dashboard with overview of all above*

Order Management

- *View, edit, create and fulfill orders from admin panel*
- *Print invoices and packing slips*
- *Create 1 or multiple invoices, shipments, and credit memos per order for split fulfillment*

- *Create re-orders for customers from admin panel*
- *Email notification of orders*
- *Call Center (phone) order creation*
- *RSS feed for new orders*

Shipping

- *Integrated for real time shipping rates from: UPS, UPS XML, Fedex, and USPS*
- *On-site order tracking from customer accounts •*
  Multiple shipments/order to multiple addresses •
  Ability to specify allowed destination countries per method

- *Flat rate shipping for order*
- *Flat rate shipping for item*
- *Free shipping*
- *Table rates for weight and destination*
- *Table rates for product sub-totals and destination*
- *Table rates for number of items and destination*

Customer Servic

- Contact us form
- Feature-rich customer accounts
- Create and Edit Orders from the Admin Panel
- Order history with status updates
- Order tracking from account

- Forgot password email from front end and admin panel
- Order and account update emails
- Customizable order emails

Paymen

- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Accept purchase orders/moneyorders/checks
- Payment Extensions Available through Magento Connect

Checkout

- One-page checkout
- SSL security support for orders on both front end
- Integrated with Amazon, Paypal, Authorized.net
- Shopping cart with tax and shipping estimates
- Checkout with account to use address book
- Option to create account at beginning of checkout

- Checkout without account/guest checkout
- Accept gift messages per order and per item
- Saved shopping carts with configurable expiration date

Search Engine Optimization

- 100% Search engine friendly
- Google site map
- Search Engine Friendly URL's
- URL rewrites
- iPhone Optimized Theme

Marketing Promotions and Tools

- Flexible coupons (pricing rules) with ability to restrict stores, customer groups, time, products and categories.
- Catalog promotional pricing by % or fixed amount with ability to restrict to stores, categories, or products
- Free shipping option
- Multi-Tier pricing for quantity discounts
- Customer group-specific pricing and group-specific tier pricing
- Landing page tool for campaigns
- Search engine friendly URL's
- URL rewrites
- Recently viewed products

- Recently compared items
- New items promotional tool
- Up-sells in shopping cart
- Cross-sells on product pages
- Send to friend for all visitors or just registered users only
- Send wish list to a friend by email or RSS
- RSS feeds for new products, new specials, and new tags
- Auto-generated site map
- Google site map
- Polls
- Newsletter management

International Support

- *Tax rate support*
- *Localization*
- *Configurable list of allowed countries for:*
- *Site Registration*

Site Man agemen

- *Control multiple websites and stores from one admin panel with ability to share some or all info*
- *Support for localization*
- *Admin permission system roles and users*
- *Google Website Optimizer Integration for A/B and Multivariate Testing*
- *Web Services API for easy integration between Magento and any third-party application*

- *Content Management System for Informational Pages*
- *Flexible tax rate management with support for US and international markets*
- *Fully 100% customizable design using templates*
- *Customer Groups*
- *One-click upgrades*

Enterprise Version Features

- *Reward Points System*
- *Highly tuner performance page*
- *Content Staging and Merging. Support for On-Demand and Scheduled Merges and rollbacks of content*
- *Private sales including events, invitations, and category access permissions*
- *Administrator permission roles on website and store levels*
- *Logging of Administrator Actions*
- *Category View and Purchase Permissions Per Customer Group*
- *Gift Certificates/Cards (Physical and Virtual)*
- *Customer Store Credits*
- *Strong Data Encryption*
- *CMS+ Enhanced Customer Management System*
- *Rich merchandising suite*
- *Web Services API for easy integration between Magento and any third-party application*

THE WORK

Here are a few of our samples. For more, visit plumtreegroup.net

[ADD RELEVANT SITES HERE]