



RJ's  
**Design** *Studio*

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PROPOSAL FOR CODED  
PRODUCT DISPLAY WEBSITE

**KUTTYS WORLD FZ LLC.**



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## INTRODUCTION

This proposal outlines the development of a **fully functional e-commerce website** with an **admin dashboard** for managing products, inventory, orders, and customer data. The system will be built using **Laravel 12** (the latest version) for backend logic and **MySQL** for database management.

## PROJECT OVERVIEW

### Objectives

- Develop a user-friendly, responsive, and secure e-commerce website.
- Integrate seamless payment gateways for smooth transactions.
- Ensure SEO optimization for better search engine visibility.
- Provide an intuitive admin dashboard for easy product and order management.
- Implement security measures to protect customer data.

### Target Audience

- Online shoppers looking for a seamless purchasing experience.
- Business owners who want to expand their market reach.
- Mobile users who prefer shopping on the go.

### Key Features:

- User-Facing E-Commerce Website
- Admin Dashboard with Analytics
- Product & Inventory Management
- Order & Customer Management
- Secure Payment Integration
- Responsive & Modern UI



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## TECHNOLOGY STACK

Component	Technology / Tool
Backend Framework	Laravel 12 (PHP)
Frontend	WooCommerce
Database	MySQL
Payment Gateway	Stripe / PayPal
Hosting	Server hosting

## CORE FEATURES BREAKDOWN

### User-Facing E-Commerce Website

- **Homepage** (Featured Products, Categories, Promotions)
- **Product Catalog** (Search, Filter, Sort)
- **Product Details Page** (Images, Descriptions, Reviews)
- **Shopping Cart & Checkout**
- **User Registration & Login**
- **Order Tracking**
- **Wishlist & Saved Items**

### Admin Dashboard

- **Dashboard Overview** (Sales Analytics, Recent Orders)
- **Product Management** (Add/Edit/Delete Products, Bulk Upload via CSV)
- **Inventory Management** (Stock Alerts, Low Stock Notifications)
- **Order Management** (Process Orders, Update Status, Refunds)
- **Customer Management** (View Users, Order History)
- **Coupons & Discounts** (Create Promo Codes)
- **Reports & Export Data** (Sales Reports in Excel/PDF)



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## DEVELOPMENT PROCESS

### Phase 1: Planning & Requirement Analysis

- **Client Meeting:** Finalize features (e.g., payment gateways, inventory alerts).
- **Competitor Analysis:** Study similar platforms for UX/UI inspiration.
- **Documentation:** Prepare SRS (Software Requirements Specification).

### Phase 2: Planning & Wireframing

- **Tech Stack Confirmation:** Laravel 12, MySQL, Livewire (if needed).
- **UI/UX Mockups:** Use Figma/Adobe XD for:
  - User-facing pages (Home, Product, Cart).
  - Admin dashboard (Inventory, Orders, Analytics).
- **Database Design:** ER diagrams for tables (Products, Users, Orders).

### Phase 3: Backend Development (Laravel 12)

- **Setup:** Install Laravel, configure .env, set up migrations.
- **Core Modules:**
  - **Authentication:** Laravel Breeze/Jetstream.
  - **Product Management:** CRUD with image uploads.
  - **Inventory System:** Stock tracking, low-stock alerts.
  - **Order Processing:** Status updates (Pending → Delivered).
- **APIs:** RESTful endpoints for future mobile app integration.

### Phase 4: Frontend Development

- **Blade Templates:** For admin dashboard.
- **Livewire/Alpine.js:** Dynamic features (cart updates, filters).
- **Responsive Design:** Bootstrap/Tailwind CSS for mobile compatibility.

### Phase 5: Payment & Security

- **Stripe/PayPal:** Sandbox testing → Live integration.
- **Security Measures:**
  - CSRF protection.
  - HTTPS enforcement.
  - SQL injection prevention (Eloquent ORM).



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## Phase 6: Testing

- **Unit Tests:** PHP Unit for backend logic.
- **User Testing:** Check checkout flow, admin workflows.
- **Performance:** Optimize queries, caching (Redis).

## Phase 6: Deployment

- **Hosting:** server deployment.
- **Post-Launch:** Bug fixes

## TIMELINE & MILESTONES

Phase	Estimated Duration
Planning & Research	1 Week
Backend Development	3 Weeks
Frontend Development	2 Weeks
Payment & Security	1 Week
Testing & Debugging	1 Week
Deployment & Training	1 Week
<b>Total Estimated Time</b>	<b>8-9 Weeks</b>

## CHARGES, MILESTONES & TERMS OF PAYMENT

The total cost for the web application, outlined below, encompasses both front-end and back-end design and development.



## Website Design and Development

Component	Cost
Backend Development	AED 3000.00
Frontend Development	AED 2000.00
Payment Integration	AED 500.00
<b>Total Cost for Website</b>	<b>AED 5,500.00</b>
<b>Data Entry per 10 Products</b>	<b>AED 100.00</b>

## Project Milestones and Payment Terms

The project will be divided into two distinct milestones, with payment terms outlined below. Payments may be made via Bank Transfer or PayPal, with the preferred method confirmed upon approval.

Sl.No	Milestone	Deliverables	Payment
1	<b>Milestone 1</b> Advance	Completion of Initial discussions and purchase order placement for the commencement of work.	50% of project value
2	<b>Milestone 2</b> Final Delivery	Project Completion and Hosting	50% of project value

## EXCLUSIONS

The following are the list of exclusions that shall be arranged by the Client:

1. Product High resolution photographs – Minimum Resolution 3840 x 2160 pixels
2. Content of the website.
3. Server Charges.
4. Payment Gateway Integration.
5. Website Logo.



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## MAINTENANCE

Ongoing website updates and maintenance will be provided subject to the execution of a Maintenance Agreement following project completion. The specific terms and scope of this agreement will be established in mutual consultation with the client.

## REVISIONS AND APPROVALS

- **Content Approval:** All content will be submitted to the client for approval before posting.
- **Revisions:** Up to 2 rounds of revisions are included for each piece of content or campaign.

## CONFIDENTIALITY AND INTELLECTUAL PROPERTY

- **Confidentiality:** All information and materials provided by the client will be treated as confidential and will not be shared without prior consent.
- **Intellectual Property:** The client retains ownership of all content and assets created under this agreement.

## SIGNATURES

By signing below, both parties agree to the terms and conditions outlined in this Scope of Work.

- *RJ's Design Studio:*

- **Signature:** \_\_\_\_\_
- **Date:** \_\_\_\_\_

- *M/s Kuttys World FZ LLC:*

- **Signature:** \_\_\_\_\_
- **Date:** \_\_\_\_\_

We trust that our proposal aligns with your company's expectations. Please feel free to reach out at your convenience to discuss any details and confirm the next steps.

**Sincerely,**

Ruby Jerin Santosh

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