



Technical & Financial Proposal

of

E-commerce Website Design & Development

Prepared By:

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Prepared For:

The Name of Company:

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Tense Limited Overview

Name of Company	Tense Limited
Year Established	24 th February, 2018
Type of Business	Private Limited Company
Business Function	Website and Software Design & Development, Mobile Apps, Digital Marketing, Multimedia Solutions, Content Writing, Graphics & Logo Design, Business Consultancy & Service Provider and ICT Training.
Founders & Board of Members	<ul style="list-style-type: none"> ❖ Irin Sultana Tithi - Chairman ❖ Md. Rasel – Managing Director & CEO (Founder)
Bangladesh Regional Office	<p>Corporate: 09, Sultana Razia Road, College Gate, Tongi-1711, Gazipur City, Bangladesh.</p> <p>Branch: 56, Garib-e-Nawaz Avenue, Sector# 13, Uttara, Dhaka-1230, Bangladesh.</p>
Members of	<ul style="list-style-type: none"> ✓ Bangladesh Association of Software & Information Services (BASIS) ✓ E-Commerce Association of Bangladesh (ECAB)
Departments	Software, Website, Domain & Hosting, Digital Marketing, Business Development, Admin & Accounts
Total Employees	15 (Fifteen) Employees
Website Address	www.tense.com.bd
Company Email	Information Desk: info@tense.com.bd, sales@tense.com.bd Support Desk: support@tense.com.bd, tenseltd@gmail.com
Company Phone	(+88) 02-9810449
Company Hotline	Hotline: +8801965030602, Sales & Support: +8801771503504
Areas of Expertise	Website Development, Software Development, Mobile Apps, Graphics Design, Email Marketing, SMS Marketing, Facebook Marketing, Content Writing & SEO, Customized Application Development
Market Coverage	Bangladesh, India, Canada, USA, UK.
Logo	
Motto	Think Outside the Circle!
Vision	To be a model of excellence as an Information & Communication Technology company that our Shareholders, Customers, Suppliers, Associates and Society would love to be associated with.
Mission	To understand our customers' business & technology issues and to deliver measurable tangible results through our experience in and commitment to a varied range of platforms and products, and with dedication to stay current with reliable & proven technologies, to maximize the value of our services to our customers and to develop a competent and highly motivated workforce.
Bank Information	<p>Bank Account Name: Tense Limited</p> <p>Bank Account Number: 1311020006623</p> <p>Bank Name: Al-Arafah Islami Bank Limited</p> <p>Branch Name: Tongi Branch, Gazipur-1711, Bangladesh.</p> <p>Routing Number: 015331630</p>

Our Clients





TENSE LIMITED is a leading IT Company in Bangladesh, TENSE LIMITED Covers all over the world, specifying in Website & E-commerce development, Custom & Ready web application, Bulk SMS & EMAIL Marketing, SEO and Internet Marketing. It has been working huge in e-commerce sector since last 5 years.

Custom ecommerce website is a faultless online package for your business. Our Professional web development company protections everything you need to sell products, trace customers, development transactions, keep a record and so much more. When we think of online stores, we immediately think of shopping carts, product catalogs, API's and online payment incorporation. TENSE LIMITED is counted amongst perfect ecommerce website solutions providers transporting our customers with reasonable web development applications along with quality satisfaction.

The right ecommerce solution will offer you great benefits or design and development making the site appealing and user friendly at the same time very easy to manage via CMS.

Domain Registration

Get your own .com, .net, .org, .info, .biz, .us, .name Domain you can register or renew a domain name for just Yearly Tk. 1500/- There are no hidden fees! A domain name is your unique name on the Internet. It allows your company, organization or family to establish an Internet presence, consisting of your personalized email addresses and your own web site address.

TLD	Min. Years	Register (BDT.)	Transfer (BDT.)	Renew (BDT.)
.com	1	Tk. 1500.00	Tk. 3000.00	Tk. 1500.00
.net	1	Tk. 1500.00	Tk. 3000.00	Tk. 1500.00
.org	1	Tk. 1500.00	Tk. 3000.00	Tk. 1500.00
.info	1	Tk. 1500.00	Tk. 3000.00	Tk. 1500.00
.biz	1	Tk. 1500.00	Tk. 3000.00	Tk. 1500.00
.com.bd/.net.bd	2	Tk. 2500.00	Tk. 5000.00	Tk. 2500.00

Included (free) in each Domain Name Registration:

- ✓ Free URL forwarding to the current website
- ✓ Free e-mail forwarding to your current mailbox
- ✓ Free POP3-mailbox (for use with email clients like Outlook etc.)
- ✓ Free DNS services (self-install of A/MX/CNAME records)



Hosting Server

Hosting Space	Dedicated Server	Shared Server
250 MB	3500 Taka / Year	700 Taka / Year
500 MB	6000 Taka / Year	1500 Taka / Year
1 GB	10000 Taka / Year	2500 Taka / Year
2GB	15000 Taka / Year	4000 Taka / Year
5 GB	25000 Taka / Year	7000 Taka / Year
10 GB	40000 Taka / Year	10000 Taka / Year
Unlimited	80000 Taka / Year	18000 Taka / Year

Terms & Condition:

- Client must renew the domain & hosting before 1 month of expired date.
- If Client Failed to renew before one month then additional 5000 taka will add with renew charge
- If client want to renew after expired date then additional 10000 taka will add with renew charge
- If client failed to renew within 1 month of expired date then the domain will permanently block.
- Domain Control Panel / Transfer Cost is: 5000 Taka.

E-commerce Website Packages

Startup Package	Corporate Package	Professional Package	Enterprise Package
Price: 30000 Taka	Price: 55000 Taka	Price: 85000 Taka	Price: 125000 Taka
Domain Free - .com/ .net/ .org	Domain Free - .com/ .net/ .org	Domain Free - .com/ .net/ .org	Domain Free - .com/ .net/ .org
Free 2048 MB Hosting	Free 5120 MB Hosting	Free 10 GB Hosting	Unlimited Hosting
20480 MB Monthly Data Traffic	51200 MB Monthly Data Traffic	Unlimited Monthly Data Traffic	Unlimited Monthly Data Traffic
Lifetime Server Maintenance	Lifetime Server Maintenance	Lifetime Server Maintenance	Lifetime Server Maintenance
Design Concept Sample: 02	Design Concept Sample: 03	Design Concept Sample: 05	Design Concept Sample: 08
Max Product Category: 25	Max Product Category: 50	Unlimited Product Category	Unlimited Product Category
Maximum Dynamic Page: 10	Maximum Dynamic Page: 25	Unlimited Dynamic Page	Unlimited Dynamic Page
Shopping Cart & Shipment Option	Shopping Cart & Shipment Option	Shopping Cart & Shipment Option	Shopping Cart & Shipment Option
Payment Method: COD, bKash	Payment Method: COD, bKash	Payment Method: COD, bKash	Payment Method: COD, bKash
Order Management Option	Order Management Option	Order Management Option	Order Management Option
Auto Generated Bill	Auto Generated Bill	Auto Generated Bill	Auto Generated Bill
Multiple Image Option: Yes	Multiple Image Option: Yes	Multiple Image Option: Yes	Multiple Image Option: Yes
Multi-Vendor Portal: No	Multi-Vendor Portal: No	Multi-Vendor Portal: No	Multi-Vendor Portal: Yes
SMS Alert: No	SMS Alert: Yes	SMS Alert: Yes	SMS Alert: Yes
20 Email Address	50 Email Address	Unlimited Email Address	Unlimited Email Address
2 MySQL Database	5 MySQL Database	Unlimited MySQL Database	Unlimited MySQL Database
Development Timelines: 10 days	Development Timelines: 15 days	Development Timelines: 25 days	Development Timelines: 30 days
3 Months Free Support	3 Months Free Support	6 Months Free Support	6 Months Free Support
SEO Friendly & 100% Responsive	SEO Friendly & 100% Responsive	SEO Friendly & 100% Responsive	SEO Friendly & 100% Responsive
Renew Fee: Tk. 8500 / Year	Renew Fee: Tk. 15000 / Year	Renew Fee: Tk. 25000 / Year	Renew Fee: Tk. 40000 / Year

Terms & Conditions

- ❖ All Prices are Excluding of VAT + SD & Others Charges.
- ❖ Client will provide all Contents like Text, Picture and Logo etc. No hard copy allowed for contents. Tense Limited accepts only soft copy.
- ❖ Tense Limited will not be liable for any Misuse, Security Flaw and Damage or Data Loss if any of these term and conditions is violated.
- ❖ If arises any Extra Modules, Sub-modules, Reports or any other's works then the client will pay extra payments for that options and Tense Limited will agree for the support if it is logical.
- ❖ The Client can't cancel the project and the Payment will not refundable.
- ❖ Tense Limited can suspend the website if client use this website for Spamming, Fraud Business, Bad Behavior, Illegal Work or Cybercrime (Govt. Law).
- ❖ Copyright and Source Code of the Website remains with Tense Limited.
- ❖ Client must pay renew cost before renew date. If client failed to pay in time, then he needs to pay addition 10,000 taka as late fee.
- ❖ After project submission, the Client can update his/her site max 2 times under free support.
- ❖ The Customer will care about payment and review of all works accordingly in time.

E-commerce Features and Modules

Product Catalogue Management

- Approve, Edit and Delete Product Stock
- Add Product Image
- Approve, Edit and Delete Product Reviews
- Related Items
- Customer can buy products online by credit cards or bKash or any kind of payment or Cash on delivery
- Shipping method: store collection or regular shipping
- Add to Wishlist and Compare Functions (email when available in Stock)
- Send to a Friend with Email and Share Buttons for different Social Media
- Unlimited attributes groups (Sizes, Colors, Models)
- Unlimited products combinations (Red, Size: XL)



- Multiple pictures per product
- Zoom and thick box on products pictures
- Choice of number of products per page
- Sort products by relevance, price
- Manufacturers, Brands Management
- Inventory Management with Backordered items, Minimum and Maximum quantities
- Search Results rewrites and redirects
- Customer Sort

Customer Management System

- Customer's registration, and Personal Accounts
- Login option with Facebook or Google+ or separate registration
- Account Verification by SMS
- Forgotten Passwords Recovery
- Purchase History
- Loyalty System (Points)
- Customers having not ordered on a configured delay follow up
- Forms automatic filling with Reverso Form
- Emails alerts for clients about a product replenishment

Orders

- Order Management, Admin manage all Orders
- Orders monitoring by email
- Order Confirmation by SMS
- Delivery tracking and status shown to the customer
- Admin can manage Discount/Offer/Coupon Code
- Customers can view their orders in their panel
- Orders statuses customizable
- In case of products out of stock, customers can express their wish
- Returns management and Quality Check up (QC) status while in repair



- Addition of returned products into stock
- PDF invoices, Slips and Delivery Slips
- Refunds with Automatic Slip

Statistics

- Followed Searches
- Visits and Visitors
- Orders and Sales
- Profit and Loss Statement
- Customer's Accounts, Customer's Profiles
- Products Statistics
- Searches in the Shop
- Statistics per Affiliate
- Pages not Found Management
- Complete Integration with Google Analytics

Security

- ✓ Secure Back-Office access (login and password)
- ✓ SSL compatibility (Depends on client requirements)
- ✓ Unique tokens in Back Office and Front Office
- ✓ PCI DSS compliant
- ✓ Resistance to attacks as XSS, CSRF, SQL injections, distant inclusions, path transversal
- ✓ E-mails headers injections blocked
- ✓ Passwords encryption in database
- ✓ Cookies encryption
- ✓ Block repeated attempts to recover passwords

Administration

- ✓ Multiple Users Management, and Permissions (ACL)
- ✓ Maintenance Mode
- ✓ IP authorization to reach the shop in maintenance mode
- ✓ Content management system
- ✓ Bulk Lister - Import .CSV file
- ✓ Sub-domain Management
- ✓ Database Backup (Partial or Full)
- ✓ Automatic generation of robots.txt files
- ✓ SMTP e-mails sending (with or without SSL-TLS) or PHP mail()
- ✓ Products indexation for an optimized search

SMS and Email Integration

- ✓ Buyer get when order will be placed
- ✓ Admin get when payment will be completed

Content

- Product Store
- Home page
- Contact
- Help - Warranty Policy, Returns and Replacement, FAQ, Privacy Policy, Cookie Policy
- Live Chat

Reports

- ❖ Product Ledger
- ❖ Party Ledger
- ❖ Income Statement
- ❖ Trial Balance
- ❖ Sales Report
- ❖ SMS report

Facility

- ❖ The website must be mobile friendly
- ❖ pictures should load quickly
- ❖ user Friendly
- ❖ E-commerce site should look good – and function properly – across platforms and mobile devices
- ❖ E-commerce site should feel credible and trustworthy.
- ❖ Site should be easy to navigate, so visitors can find what they're looking for with minimal clicks.
- ❖ E-commerce site should have great original photos and helpful product descriptions.
- ❖ E-commerce site should feature customer reviews – and make it easy for customers to leave reviews
- ❖ E-commerce site should provide excellent customer service
- ❖ Checkout should be fast and easy

Technical Features

- ✚ HTML5, CSS3, Bootstrap, jQuery
- ✚ PHP framework: Codeigniter, Laravel
- ✚ JavaScript & Ajax
- ✚ Adobe Photoshop, Adobe Illustrator
- ✚ Database: MySQL
- ✚ CMS: WordPress, Magento

Training

- ❖ 1st Training (1 hour in house at Tense Limited): FREE including Video Instructions
- ❖ 2nd Training: 1000 Taka / Hour (Inside Tense Limited)
- ❖ Training: 2000 Taka / Hour (Outside Tense Limited) - After 1st training, if needed.

Payment Procedure

- ✚ 50 Percent advance payment according to project value will go to **TENSE LIMITED** Account Pay Cheque or Cash / Mobile Banking for website development with work order.
- ✚ After the Delivery of Project, the client will pay rest 50 Percent payment.
- ✚ All financial transaction must be done through Bank Cheque or Cash / Mobile Banking at Tense Limited.
- ✚ All the Necessary Information and Resources must be supplied with Work Order.

Secure Transaction in all Payment

Payment Method:

- ✚ Bank Account Name: Tense Limited
- ✚ Bank Account Number: 1311020006623
- ✚ Bank Name: Al-Arafah Islami Bank Limited
- ✚ Branch Name: Tongi Branch, Gazipur-1711, Bangladesh.
- ✚ Routing Number: 015331630

bKash Payment (Marchant Account):

1. Dial *247#
2. Choose Payment
3. Enter Number: 01771503504. Enter the amount you want to send.
4. Enter a reference about the transaction.
5. Now enter your bKash Mobile PIN.



Confidential Information

All information relating to Client that is known to be confidential, or which is clearly marked as such, will be held in confidence by Developer and will not be disclosed or used by Developer except to the extent that such disclosure or use is reasonably necessary to the performance of Developer's Work. All information relating to Developer that is known to be confidential or proprietary, or which is clearly marked as such, will be held in confidence by Client and will not be disclosed or used by Client except to the extent that such disclosure or use is reasonably necessary to the performance of Client's duties and obligations under this Agreement. The obligations of confidentiality will extend for a period of 1 Years after the termination of this Agreement, but will not apply with respect to information that is independently developed by the parties, lawfully becomes a part of the public domain, or of which the parties gained knowledge or possession free of any confidentiality obligation.

It is a great opportunity for those who are looking for total IT solution. **Tense Limited** is ready to provide software support and IT based education at any time for both home and abroad from only one point.

As a skilled software development company in the country it is our firm commitment to serve our valued well-wishers, customers and users in those fields with sincere and efficient service.

THANKS