



AKS WebSoft: Engineered Since 2004

**E-Commerce
Website
Development
Proposal**

**October 8th
2025**



AKS WebSoft: Engineered Since 2004

To
XYS,
Noida Sector 63,,

Subject: Proposal for E-Commerce Website Development

Dear Sir,

Thank you for the opportunity to propose our services for your e-commerce website development. At AKS WebSoft Consulting Pvt. Ltd., we specialize in building scalable, secure, and user-friendly digital platforms that help businesses grow online.

We propose to develop a fully responsive e-commerce website tailored to XYZ's needs. The platform will include product catalog management, secure checkout, payment integration, customer accounts, and an intuitive admin panel. The solution will be optimized for both mobile and desktop users and built with modern technologies.

The total project cost is ₹1,00,000 INR, inclusive of design, development, deployment, and one month of post-launch support. Please find the detailed proposal attached.

We are confident in our ability to deliver a high-quality product that aligns with your goals and timelines. We look forward to the opportunity to work with you.

Warm regards,

Name

Position

AKS WebSoft Consulting Pvt. Ltd.

Email: yourname@akswebsoft.com

Scope of this project : Design & Development of E-Commerce Website

This proposal outlines the complete scope for designing and developing a modern, user-friendly e-commerce website that will serve as a powerful platform to display products, engage customers, and drive sales. Focus is on creating a website that is not only visually appealing, but also scalable, secure, and easy to manage.

The project will begin with UI/UX design using Figma, followed by a custom-developed website with a built-in admin panel. The system will be future-ready, with clear provisions for features like a mobile app, vendor panel, and progressive web app in upcoming phases.

Project Objectives

- Build a clean and responsive online store, accessible from any device
- Provide a seamless shopping experience with search, filters, and checkout
- Develop a secure and flexible Admin Panel to manage products, orders, and users profile
- Set up login using OTP/email to simplify user access

Features and Functionality

Frontend (Customer-facing website):

Homepage

- Banner: Yes – banner for offers, new arrivals
- Includes:
 - Featured products
 - Popular categories
 - Banners / sliders
 - Testimonials

Product Listing Section

- Banner: Yes – banner for offers, new arrivals
- Display all products in a grid view
- Shows thumbnail, name, price
- Includes filters (category, price, rating) and sorting (latest, low to high, etc.)
- "View More" button on each product

Product Detail View

- Opens when user clicks a product
- Displays:
 - Large product images with zoom
 - Full description and specifications
 - Price (with discount if applicable)
 - Quantity selector
 - "Add to Cart" and "Buy Now" buttons
- Wishlist, reviews

About Us Page

- Banner: Yes
- Company story
- Mission / vision

Wishlist

- Saved products for later purchase

Checkout Page

- Where users enter shipping, billing information
- Banner: No
- Includes:
 - Payment gateway
 - Order summary

Login / Register Page

- For users to sign up or log in
 - Email-id
 - Password
 - Forgot password link

MY Account Dashboard

- My orders
- Profile info
- Address book
- Change password
- Order history

Backend (Admin Panel)

Secure Login for Admin

- Only you (or your team) can log in with a password
- Data stays safe and protected

Dashboard Overview

- Quick summary of:
 - Total orders
 - Total sales
 - Number of customers

Manage Products

- You can add new products with name, price, photos, and description
- Edit or delete old products anytime
- Mark products as "out of stock"

Manage Categories

- Create and organize product categories (like “Men’s”, “Women’s”)
- Edit or delete categories whenever you need
- Assign products to the right category

Manage Orders

- View all customer orders in one place
- Check order status: Pending, Shipped, Delivered, etc.
- Update the status when you ship an order
- Download invoices or cancel/refund if needed

Manage Customers

- See who has registered on your website
- View customer orders and contact info
- Reset passwords or block users if required

Create Discount Coupons

- Offer discounts easily with coupon codes
- Set expiry dates and usage limits for each coupon

Inventory Management

- See how many items are in stock
- Get alerts when stock is low
- Update stock numbers after you restock

Technology Stack

- Frontend: HTML5, CSS3, JavaScript
- Backend: Node.js (Express) / PHP (Laravel)
- Database: MySQL ,MongoDB

Project Timeline

- Week 1–2: Understand your requirements and finalize the project plan
- Week 3–4: Design the look and layout of the website (UI/UX design)
- Week 5–6: Build the front part of the website that users will see and use
- Week 7–8: Develop the back-end system to manage products, users, and orders
- Week 9: Set up admin panel and add online payment system
- Week 10–11: Test the website to make sure everything works smoothly
- Week 12: Launch the website and provide training on how to use it

Payment Terms

- Project Initiation - 30% - 30,000
- Mid-Development -40% - ₹40,000
- After Deployment- 30% - ₹30,000
- Total -100%- ₹1,00,000

Maintenance & Support

- 6 Month Free Maintenance
- Bug fixing
- We help update content, images, or any small changes you need after launch.
- We're available for emergency support if your site goes down.
- We speed up your website so that all users may access it promptly.

Terms & Conditions

- The client is responsible for providing all necessary content (product details, images, text) within the agreed timeline.
- Delays in content submission or approvals from the client may result in project timeline extensions.
- Any additional features or changes requested beyond the agreed scope will have separate charges.
- You are responsible for listing your products with correct names, prices, images, and stock information.
- Any requests for major redesigns or new features after delivery will be treated as extra work and billed separately.
- Domain registration and hosting services can be either provided by the client

We appreciate the opportunity to present this proposal for your e-commerce website development. At AKS WebSoft Consulting Pvt. Ltd.

We are dedicated to delivering solutions that drive business success and provide exceptional user experiences. We are confident that our expertise and commitment will help XYZ achieve its digital goals effectively.

Please feel free to contact us with any questions or to discuss the proposal further. We look forward to your review of this proposal and the possibility of working together

ABC
AKS Websoft Consulting Pvt.Ltd

XYZ
Noida Sector 63