Project Proposal ↗

E Commerce Platform

Prepared by :
Hamza Aslam

Prepared for :
Zana

Summary

The project aims to design and develop a modern, professional, and user-friendly eCommerce platform for the sale of commercial kitchen equipment targeted at restaurants, cafés, hotels, schools, municipalities, and catering firms. The platform will be built on WordPress with WooCommerce, ensuring scalability, security, and ease of management.
The webshop will reflect the brand's core values of Italian design, European quality, and unbeatable price, delivering a warm, trustworthy, and inviting online shopping experience.

Objective

- Create a fully functional online store with advanced product categorization and filtering.
- Integrate secure payment gateways (Invoice, Card, Swish, Leasing).
- Enable automated email workflows with attached invoices and delivery notes.
- Provide a GDPR-compliant, SEO-optimized, and analytics-enabled platform.
- Implement daily backups, Google Analytics 4 (GA4), and Google Tag Manager (GTM) tracking for conversions and campaigns.
- Integrate with Google Shopping and Bing Shopping for improved online visibility and marketing reach.

Scope of the Project

Product Catalogue

- Categorized by equipment type (ovens, fridges, dishwashers, accessories).
- Filtering by price, brand, stock status, and capacity.
- Product cards include name, image, price, specifications, and PDF manuals.

Customer Reviews & Ratings

- Verified purchase reviews with star ratings and admin moderation.

Campaigns & Discounts:

- Time-limited campaigns, bulk discounts, and "product of the week" features.
- Discount codes, banners, and automated promotional emails.

Newsletter & Email Automation:

- Automated flows for order confirmation, dispatch, and abandoned carts.
- Registration for newsletter

Ordering System:

- Guest checkout and user accounts with order history, invoices, and downloadable documents.
- PDF invoices automatically attached to confirmation emails.
- Order confirmation sent immediately after completed purchase
- Update when order is processed and dispatched
- Email templates customised with logo, warm colours, and clear contact information

Payments & Shipping:

- Payment via card, Swish, invoice, and leasing
- Shipping integration with DHL (Recommended) and Schenker (If Plugin or API is Available) including tracking updates
- Order confirmation sent immediately after completed purchase
- Update when order is processed and dispatched
- Email templates customised with logo, warm colours, and clear contact information

Admin Dashbaord

- Simple product uploads, campaign management, email dispatch, and review moderation.
- PDF upload options for manuals/specifications.

SEO & Marketing Plugins

- SEO Management Plugins to optamize product pages and blog/knowledge base.
- Google Shopping, Bing Shopping, and Prisjakt (if Plugins Available) integrations.
- Advanced tracking using GA4 and GTM for conversion optimization.
- Google Ads Plugin Integration

Security & Compliance:

- SSL certificate (Domain Hosting Feature) GDPR compliance
- Daily automated backups with restore functionality (Hosting Option recommended Hostinger)
- Advanced tracking using GA4 and GTM for conversion optimization.
- Google Ads Plugin Integration

Costing of the Project

Desicription	Time	Cost
Wordpress Setup, Theme Installtion and Designing and Development of Forntend Pages	2 Weeks	$500
Working on Admin Dashboard and plugins integrations	3 Weeks	$600
Deployement and Testing	1 Week	$300

Total $1,400

Terms & Condition

- Project Duration: The estimated duration for project completion is 6 - 8 weeks
- Additional Costs: Third party Cost has been excluded to the development cost like plugins, Hosting, Domain etc. Any additional costs due to changes in project scope will be quoted separately
- Payment Term: If any phase is completed before the agreed timeline, payment for that phase will be released upon completion and approval.

Let's Work Together ↗