

E-Commerce Website PROPOSAL



Overview

This proposal sets out a custom e-commerce platform for **ORA** (N.K. Cosmetics Pvt. Ltd.), replacing the current site at koreancosmeticsnepal.com with a brand-owned store the ORA team can run end to end.

You get two connected products: a **customer storefront** built for conversion on mobile and desktop, and an **admin platform** that lets the ORA team manage catalog, customers, orders, content, and promotions without a developer. Stripe, Khalti, and eSewa work on day one. Loyalty points and a referral program are built in to bring customers back.

Project objectives

- Launch a custom storefront built for skincare retail
- Give the ORA team a full admin to run catalog, customers, sales, and content
- Accept Stripe, Khalti, and eSewa from day one
- Run an **ORA Points** loyalty program to bring customers back
- Run a **referral program** so customers bring new customers
- Publish a blog from the admin for marketing and SEO

What we deliver

- A custom storefront – no templates, no themes
- You own the code – no licence fees, no lock-in
- Admin platform with separate logins per role
- Stripe, Khalti, and eSewa working on day one
- Works on phone, tablet, and desktop
- SEO-ready (SSR, structured data, clean URLs)
- Admin training and a written guide at handover
- 60 days of free bug fixes after launch

Approach

Eight stages take the project from kickoff to launch. Each stage has a clear output and a sign-off before the next one begins.

- **Step 01**

Discovery

Map the customer journey, review the catalog, and finalise the scope.

- **Step 02**

UI/UX design

Figma designs for storefront and admin, with two rounds of feedback.

- **Step 03**

Storefront development

Build browsing, filters, product pages, cart, checkout, accounts, and wishlist.

- **Step 04**

Admin platform development

Build products, customers, orders, promotions, content, and reports.

- **Step 05**

Payment integration

Connect Stripe, Khalti, and eSewa with webhooks and refunds, tested end to end.

- **Step 06**

Loyalty & referrals

ORA Points (earn, redeem, expire) and referral codes with rewards both ways.

- **Step 07**

Blog & member-only

Blog with categories and SEO. Member-only products unlocked by tier or code.

- **Step 08**

Testing & launch

Cross-browser testing, security review, DNS, SSL, analytics, and training.

Feature Scope

Two connected products. The storefront is what customers see; the admin is what the ORA team uses. The storefront comes first.

Customer storefront

What shoppers see

Browse & search	Homepage with hero, featured products, and editorial sections. Categories, sub-categories, tags, and filters. Search with autocomplete and typo tolerance. Wishlist and product comparison.
Product & cart	Product pages with image gallery, variants, ingredients, and reviews. Cart that follows the customer across devices when logged in. Guest and member checkout in three steps - address, payment, review.
Account & loyalty	Account page with orders, addresses, wishlist, points, and referrals. ORA Points visible and redeemable at checkout. Referral codes with social sharing. Order confirmations and email updates.
Content	Newsletter signup with admin-managed lists. Blog with categories. Mobile-responsive across the entire site.

Feature Scope

The second product – the admin platform the ORA team uses every day to run the business.

Admin platform

What the ORA team uses

Catalog & customers	Manage products with variants, pricing, stock, SEO, and related items. Customer profiles with order history, lifetime value, segments, and notes.
Orders & fulfillment	Track each order from placed → confirmed → shipped → completed. Refunds and manual order creation included.
Offers & coupons	Percent, fixed, buy-X-get-Y, and free-gift thresholds – schedulable. Coupons with usage limits, minimum cart, and category or product scope.
Loyalty & referrals	ORA Points with earn rates, redeem rates, expiry, manual edits, and a full ledger. Referral activity, reward rules, and manual credit. Member-only products unlocked by tier, referral status, or code.
Content & reports	Blog with rich text, drafts, scheduling, tags, and SEO. Reports for sales, top products, cohorts, coupons, loyalty, and referrals.
Roles & access	Separate logins for admin, marketing, operations, and content – each with the right level of access.

AI Integration

An optional AI layer can support product discovery, customer assistance, and conversational selling inside the ORA website. We propose two chatbot paths based on how far ORA wants automation to go.

Simple chatbot

Company, product & support queries

Knowledge assistant	Answers common questions about ORA, company information, delivery, returns, loyalty rules, store policies, and product basics using approved website and admin content.
Product guidance	Helps users discover products by concern, category, ingredients, skin type, price range, or availability, then links them to the most relevant product pages.
Simple task handling	Supports lighter tasks such as FAQs, basic order-status guidance, contact handoff, and lead capture when a customer needs human follow-up.

Advanced chatbot

Conversational shopping & order placement

Smart recommendations	Understands customer intent and recommends suitable products, bundles, or routines based on the query, preferences, budget, and shopping context.
Cart actions in chat	Adds products to cart directly from the chatbot, updates quantities, and guides the shopper through the buying journey without breaking conversation flow.
Order placement	Allows customers to place orders from the chatbot itself once delivery details, checkout rules, and payment flow are connected with the e-commerce backend.
Implementation scope	This tier requires deeper integration with catalog, pricing, inventory, cart, checkout, and customer data, so it is best planned as an advanced enhancement after core launch.

Technology

Trusted, well-maintained tools. ORA owns the full code on delivery – no licence fees, no theme subscriptions, no locked plugins.



Next.js

Server-rendered store front



PostgreSQL

Production database



Stripe

International cards & wallets



Khalti

Local digital wallet



eSewa

Local digital wallet

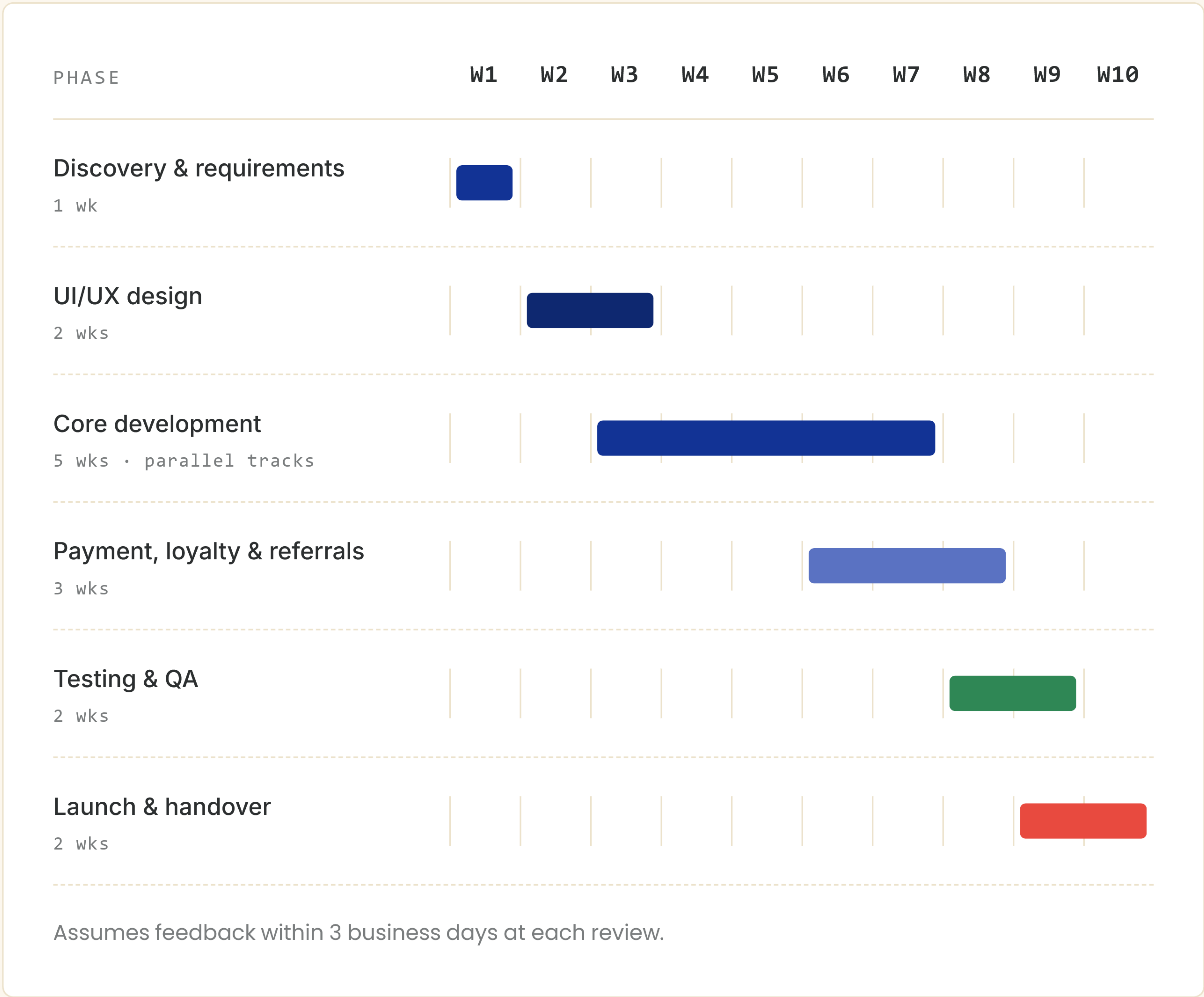


VPS hosting

Managed, with SSL & backups

Timeline

8 to 10 weeks from kickoff to launch. Storefront and admin are built in parallel to save time.



Investment

WORKSTREAM	VALUE (NPR)
Discovery & requirements alignment	Rs. 5,000
UI/UX design (storefront + admin)	Rs. 25,000
Storefront development	Rs. 45,000
Admin platform development	Rs. 50,000
Payment gateway integration (Stripe, Khalti, eSewa)	Rs. 15,000
Loyalty (ORA Points) & referral program	Rs. 25,000
Blog & member-only framework	Rs. 10,000
Testing, QA & launch	Rs. 5,000
Training, documentation & handover	<i>included</i>
Hosting (first 3 months, VPS managed)	<i>free</i>
TOTAL	Rs. 180,000

Payment gateway fees (transaction, settlement, currency conversion) are charged by Stripe, Khalti, and eSewa at their own rates and paid by ORA directly. brihatech does not mark these up.

AI integration is not covered in this investment and would be quoted separately based on the final scope.

Scope

What is included in the price, and what ORA pays directly to other providers.

What's included

What you pay for

Pricing	Everything listed in the pricing table on the previous page.
Hosting	The first 3 months of hosting are free with the build, including SSL, setup, and management by brihatech.
Source code	Full source code handed over to ORA on final payment. You own what we build.
Bug fixes	60 days of free bug fixes after launch – anything broken in the delivered scope is fixed at no charge.
Training	Admin training session for the ORA team, plus a written guide covering products, orders, and content.

What's not included

Paid directly to providers

Domain name	Paid by ORA to the registrar, about NPR 1,500 – 2,500 per year.
Payment gateway fees	Charged by Stripe, Khalti, and eSewa at their own rates. bri hatech does not mark these up.
Hosting after 3 months	About NPR 4,000 – 5,000 per month, or included in a monthly support plan.
Email & SMS services	Transactional email and SMS are billed by their providers at usage rates.
Photography & content	Product photography, copywriting, and content migration are available as separate work.
Delivery integration	Logistics or courier integration is not included in this scope; can be added later.

Post-Launch Support

After the 60 days of free fixes and the first 3 months of hosting, optional monthly plans keep hosting, backups, and maintenance running.

PACKAGE	MONTHLY RETAINER	INCLUDES
Essential	Rs. 8,000 / month	Hosting + SSL, security patches, weekly backups, uptime monitoring, and up to 3 hours of small changes.
Growth	Rs. 18,000 / month	Everything in Essential, plus up to 12 hours / month of new work and a quarterly review.
Custom	Quoted to scope	Dedicated time for active feature work, A/B testing, or campaign-driven changes.

All plans are optional and can be started, paused, or cancelled with 30 days' notice.

Acceptance

Sign below to start. We will schedule the kickoff and send the first invoice.

Next steps

01

Review the proposal and share any questions.

02

Sign off on scope and pricing (form below).

03

Kickoff meeting to plan discovery.

04

First invoice. Discovery begins.

Acceptance & Authorization

Project: ORA E-Commerce Platform

For ORA

Authorized Signatory

By signing below, ORA accepts the scope, pricing, and terms in this proposal.

SIGNATURE

NAME & TITLE

DATE

For brihatech

Authorized Signatory

brihatech confirms the scope, timeline, and pricing above.

SIGNATURE

NAME & TITLE

DATE

contact@brihatech.com · +977-9851421327 · www.brihatech.com Proposal valid 30 days from issue