



PROPOSAL

Dear Customer:

Thanks for the opportunity to share with you different ideas about how your products and services can be offered through the Internet and how you can own your own business in a minimum period of time, with a very low investment.

The Internet may represent huge business opportunities for companies like yours, allowing a wide exposure of your products and services to thousands or even millions of customers in a global market place.

The winning recipe to be successful in the Web includes the following:

- Display your products and services with an excellent look and feel
- Work with the right navigating, buying and payment methods
- Implement smart technology tools for Search Engine Optimization (SEO)
- Have a state-of-the-art Web Hosting company
- Receive a continuous ongoing support of your site and your special requirements

Our mission at Real e-Stores is getting your business to the Web and making it successful in the long run, obtaining a quick return on your investment. We achieve that by implementing leading edge technology tools and the most advanced ongoing support and professional services.

One of the greatest differentiators of Real e-Stores in the e-Commerce/e-Store market place is the ability to offer you a **TOTAL SOLUTION**, it means, instead of a handful of applications and services, you receive a working solution, built according to your requirements and with a complete training program. And even more, **the ownership** of this solution is **TOTALLY YOURS**: You own the applications, the program sources, the shopping cart, the gateways, the databases, the catalogs, the history ... **EVERYTHING** with a very simple market standard: **You get what you paid for**. With all of this in your hands, you will drive the car from the driver's seat, being totally independent in everything you need, from modifying product catalogs, through changing pictures to adding payment methods, shipping zones, currencies and even languages. If you prefer to contract our services, you can always count on us.



As part of this proposal, the following components will be included in your website **FREE** and at **absolutely NO COST** for the next 2 years:

- Web site hosting and Domain
- Database installation and management for unlimited products and customers
- Catalog for unlimited products and customers
- Sophisticated Shopping Cart
- Payment and Shipping methods with gateway connections
- Dynamic Language Exchange (DLE) in every web page (English and Spanish included)
- Search Engine Optimization (SEO) for web site promotion
- Traffic Statistics and Analysis Tools
- State-of-the-Art Administration and Control Panel
- High volume site 20GB storage space and 400GB a month bandwidth traffic
- Orders administration and control panel
- Customer registration for newsletters, voting and Tell a Friend
- Unlimited email accounts

Please check Attachments 1. and 2. for detailed information of every one of the components included in this proposal.

Given the need to get as much traffic (leads) as possible and to have the security level required, it is suggested to install two additional (optional) tools:

- **Affiliate Program** (optional) - Increases substantially the amount of traffic (leads) to your website
- **SSL (Secure Socket Layer)** (optional) - The security level that customers look for when they are required to add their personal and paying information into your website.

These optional tools are modular and may be installed as part of the scope of this proposal or in the future.



Our proposal will take 15 business days (*) to be completed and it will have a total cost of \$3,980.00 which will be paid as follows:

- 25% (\$995) with the approval of this letter
- 25% (\$995) with the approval of the layout and website dynamics
- 25% (\$995) with the installation of the merchant account and loading of up to 25 products
- 25% (\$995) when the training and the work are delivered

(*) Pictures, descriptions, prices, promotions and other related marketing and selling material must be delivered in a digital format prior to the end of the second stage, in order to keep the time frame offered.

We recommend installing the Affiliates Program and the SSL. If you decide to install these optional tools as part of this proposal, you will receive a 50% discount on every one of them. Installation of these tools after the approval of this letter will be done at regular price.

Please check the box next to the option, if you want to install the optional tools as part of the scope of this proposal (the amount/s will be added to the third and fourth payments):

- Affiliate Program (optional) with this proposal \$495 (regular price: \$990).
- SSL (Secure Socket Layer) (optional) with this proposal \$495 (regular price: \$990).

We appreciate the privilege of doing business with you and look forward to receiving your prompt approval of this letter.

Sincerely,

The Real e-Stores Team

Approval:

_____/_____/20_____
DATE

NAME

SIGNATURE



ATTACHMENT 1.

WEBSITE MAIN FEATURES

Your website will have the following features:

- **General Functionality**
 - All features enabled by default for a complete out-of-the-box solution
 - Completely multilingual with English and Spanish provided by default
- **Setup / Installation**
 - Automatic web-browser based installation and upgrade procedure
- **Design / Layout**
 - Template structure implementation to:
 - allow layout changes to be adaptive, easy, and quickly to make
 - allow easy integration into an existing site
 - Support for dynamic images
- **Administration / Back End Functionality**
 - Supports unlimited products and categories
 - Products-to-categories structure
 - Categories-to-categories structure
 - Add/Edit/Remove categories, products, manufacturers, customers, and reviews
 - Support for physical (shippable) and virtual (downloadable) products
 - Administration area secured with a username and password defined during installation
 - Contact customers directly via email or newsletters
 - Easily backup and restore of the database
 - Print invoices and packaging lists from the order screen
 - Statistics for products and customers
 - Multilingual support
 - Multicurrency support
 - Automatically update currency exchange rates
 - Select what to display, and in what order, in the product listing page
 - Support for static and dynamic banners with full statistics



- **Customer / Front End Functionality**

- All orders stored in the database for fast and efficient retrieval
- Customers can view their order history and order statuses
- Customers can maintain their accounts
 - Address book for multiple shipping and billing addresses
- Temporary shopping cart for guests and permanent shopping cart for customers
- Fast and friendly quick search and advanced search features
- Product reviews for an interactive shopping experience
- Foreseen checkout procedure
- Secure transactions with SSL (optional)
- Affiliate Program (optional)
- Number of products in each category can be shown or hidden
- Global and per-category bestseller lists
- Display what other customers have ordered with the current product shown
- Breadcrumb trail for easy site navigation

- **Product Functionality**

- Dynamic product attributes relationship
- HTML based product descriptions
- Automated display of specials
- Control if out of stock products can still be shown and are available for purchase
- Customers can subscribe to products to receive related emails/newsletters

- **Payment Functionality**

- Accept numerous offline payment processing (credit cards, checks, money orders, COD, transfers, PayPal and more ...)
- Accept numerous online payment processing (2CheckOut, PayPal, Authorize.net, iPayment, ..)
- Disable certain payment services based on a zone basis

- **Shipping Functionality**

- Weight, price, and destination based shipping modules
- Real-time quotes available (UPS, USPS and FedEx)
- Free shipping based on amount and destination
- Disable certain shipping services based on a zone basis

- **Tax Functionality**

- Flexible tax implementation on a state and country basis
- Set different tax rates for different products
- Charge tax on shipping on a per shipping service basis



ATTACHMENT 2.

WEB HOSTING MAIN FEATURES

OVERVIEW

Storage Space	20 GB
Bandwidth Traffic	400 GB
Control Panel	YES
Domain Registration	Included

E-MAIL

E-mail Accounts	1,200
Autoresponders	1,200
Mail Forwarders	1,200
Smtip & pop3	YES
Catch-All	YES
Basic Spam Protection	YES
Advanced Spam Protection	YES
WebMail	YES

STATISTICS

Webalizer	YES
Resource Meter	YES

SECURITY

Standard Network + System Sec.	YES
High Network + System Security	YES



Powerful
Smart
Simple!



FTP

FTP Access	YES
Anonymous FTP Access	YES

DATABASE

MYSQL 4 or 5 (5 Databases)	YES
PhpMyAdmin	YES

E-COMMERCE

Shopping Cart	YES
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ADVANCED FEATURES

PHPNuke	YES
PHPBB2	YES
FormMail	YES
Sub-Domains	25
Protected Directories	YES
Blog	YES