Proposal for Grocery Mobile App Development

Max Vision Solutions Pvt. Ltd

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Greetings from Max Vision Solutions Pvt. Ltd

Dear Ajay,

I am pleased to introduce myself and my company, Max Vision Solutions Private Limited. We are excited to get to work on your new mobile app, and we want to make sure you're satisfied with our proposal and have a full understanding of what to expect in this lengthy process. Creating a mobile app is exciting, and our expert team is fully capable of giving you something unique that will help grow your business.

The following proposal will set a project road map from start to finish. You will have a complete understanding of the process and timeline for completion. And if you have any questions or concerns, please contact me personally.

Sincerely,

Akhilesh Singh Shrinet
CEO, Max Vision Solutions Pvt. Ltd
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We develop apps so you don't have to

We are living in the age of connectivity, and that means more things than ever before are right at our fingertips — literally. With one press of the button, one swipe left or right, you can open up new worlds in seconds. We're talking about apps, those little icons on your mobile device.

But at Max Vision Solutions Private Limited, we don’t just talk about apps; we live and breathe apps. We have assembled a team of the best and brightest minds in software development, marketing, and leadership, giving our clients access to the most cutting-edge technology. You can rest assured you’re in good hands, as we have years of experience in both Android and iOS app development.

Our goal is to create something you’re proud of and that helps your business. Apps can be transcendent, and they can also be colossal failures. That’s why Max Vision Solutions Private Limited has developed a comprehensive approach to app development that takes the guessing out of the game. We’re ecstatic that you’re considering doing business with us, so let’s get started.

What to Expect

Mobile app development takes time and patience to create something that works for you and is free of bugs and other issues. Updates are required, but it’s important to start with a sound foundation. At Max Vision Solutions Private Limited, we believe in a thorough approach that provides our clients with as much engagement as they request. While our entire team will be developing your app, we will assign a project lead who will be your main point of contact.

Requirements from Client Side

Mobile app specification

- Android Native Application
- Web backend (Admin interface only)
- ACL Functionally in Web backend interface
- Smart Search
- Order Tracking
- Quick Checkout
- Shopping cart functionality
- Multiple Payment gateways
- Real time synchronization
- Multiple Shipping Method
- Preferred delivery time slots

- Email login, Facebook login, Mobile Login
- Customer Management
- Push Notification
- Enhance layered Navigation
- Bulk Product Upload
- Reporting

Research and outreach

A large part of the work Max Vision Solutions Private Limited does is behind the scenes. There will be times when we don't communicate with you for weeks, but that's only because we're intimately involved in the **development** phase. However, before any of that begins, we need to make a checklist of everything you want in your new **mobile app**.

We will gather information about your company and how it works. We will figure out who your customers are and how we can attract more through your new app. Audience engagement, research, and branding are key in app development, and we will conduct focus groups to find out why people choose you.

Framework

Like a website, an app needs a sitemap and wireframes. Think of this as the structural integrity of a skyscraper. You will have an important role in the design process, as it's important that you are getting what you want. Plus, it's better to work out issues in this stage than later down the road. Here are some highlights of this process:

- Functionality and content
- Wireframes, the structural core of your app
- Branding and integration of existing digital platforms (i.e., web and email)
- User Experience and User Interface, or UX and UI — essentially, how you interact with the app, what makes it easy to use and desirable

Development

We've come a long way at this point. You've put in a lot of work, so now you can step aside and let us do the rest. This part of the process is laborious and time-consuming, so don't expect to hear from us much. But that's a good thing, as we've worked out all the kinks and come to an understanding about everything that will go into your new app. Once development is complete, You will be back in the fold for the testing trials.

Testing and launch

We’re almost there. Your new mobile app is built and ready to launch. But before that happens, Max Vision Solutions Private Limited and client need to collaborate on a marketing strategy. After all, just because you invested all this time and money into your new app, it doesn’t mean anyone will know it exists unless we tell them.

The Process & Timescales

The total time of getting your app from concept to either the **App Store** or **Google Play** market is approximately 12 weeks.

The process is outlined below.

Week 1 | Detail Specification

We know the rough plan and what the app needs to do. We will have a detailed discussion and nail this down.

Week 2 | design **&** flow

Next, we'll get working on what's known as wireframes. These are basically Image drawings of your app including colors and branding. We do this so we (yourself and us) can focus on the structure and flow of the app.

Week 3 | app store registration

We will likely do this sooner, but it won't be done any later than this stage.

Weeks 4 - 9 | development

At this point, we go quiet and just get on with making it.

The spec is nailed down, the design and screens are all agreed, it's just a small case of "making it work". **(If only it were always that easy!**)

Week 10 | testing

Testing is vital. People rarely give an app a second chance. We test vigorously. Not just whether button A does what it's supposed to but testing on other people. It's about making sure that everything works as it should and that the natural flows, we want to occur are natural to random people the first time they play with it.

Week 11 | store submission

When we're ready and you're happy, we submit it to your relevant marketplace. We will help you prepare all the marketing material needed like screenshots and descriptions for the listing. If there are any issues, we will refine them and re-submit until we get approval.

Expenses

We want You to receive the utmost value from your investment in a new mobile app. This budget breakdown is based on the project outline described above.

NAME	PRICE	QTY	SUBTOTAL
Native mobile Application development on android platform	INR 8,5000/-	1	INR 85000/-

Support: Max Vision Solutions Private Limited Provide you 6-month free maintenance services (Include bug fixing, security testing, up and continue running server.) and if you require extending our service beyond 6th Month, we can go with Annual Maintenance contract.

Pricing made Simple

We have a very transparent and simple pricing plan:

Process	Delivery (%)
Upfront amount (on Signing agreement)	50% Amount
Mobile App Wireframing Completion	20% Amount
After development completion	10% Amount
After testing and Launch application (When it's been submitted to the App Marketplace)	20% Amount

If we can't get it through the App marketplace review process then we will refund you, 100%.

Agreement

By signing below, you agree to accept this proposal for mobile app development and any modifications already agreed upon with Max Vision Solutions Private Limited.

Max Vision Solutions Pvt. Ltd **Signed By:** **Date:**	**Ajay** **Signed By:** **Date:**