CASE STUDY -GIFTS B2C ECOMMERCE PLATFORM DEVELOPMENT

About The Client and Project

Hunan gifts Co., LTD., which focus on gift planning, design, development, production and sales. This project is for the company to build a one-stop online exhibition, marketing and promotion of solutions, including enterprise website, gift industry B2C e-commerce sites, back office management system, the android mobile applications, the IOS mobile applications.

The project is mainly composed of three parts, there are including:

1) Eshop ecommerce

2) Mobile App(IOS and Android)

3) Back office(The third party management system)

Our solution for B2C ecommerce platform

According to client requirements, we first proposal our solution for this project: our resources, our costing, our project schedule, our tools and technology.

Resources

Resource	No. of resources	Man days / Resource	Total man days
eShop			

Project manager	1	40	40
Project architect and technical director	1	100	100
PHP Engineer (eShop & eShop management)	2	100	200
Front end developers (eShop)	2	40	80
Graphic designer (eShop)	1	30	30
QA Engineer (eShop)	2	30	60
			510
Mobile App			
Project manager	1	20	20
Android developer (eShop)	1	80	80
iOS developer (eShop)	1	80	80
Graphic designer (app)	1	20	20
QA Engineer	1	20	20
			220
Back office			
Project manager	1	80	80
Architect	1	60	60
Java developer / PHP	3	160	480
QA Engineer	3	60	180
			800

Costing

eShop and management

510 man days

510 x 500 = 255,000 RMB

Mobile App (Android + iOS)

220 man days

220 x 500 = 110,000 RMB

Back office

800 man days

800 x 500 = 400,000 RMB

Project schedule**eShop:** 87 days after project start

Mobile app: 80 days after project start (Note: App can be launch along eShop)

Back office: 150 days after project start (Note: it also includes testing and issues fixing)

Company website: Need requirements (Note: Company website can be launch before eShop)

Tools and technology

Language: Java & PHP

Database: MySQL 5.5

eShop: ZEND Framework , Magento system, HTML, CSS, JQuery, BootStrap

Echo management: Hibernate, JSF 2.1, Prime-faces

Webservice: SOAP, REST

Integration plug in for backend:

CRM Integration: Sugar CRM Bridge

ERP plugin: eShopConnect

The client is very satisfied with our proposal and we are now discussing more details with them, when everything is confirmed, we will begin our first cooperation.

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