

Revised Proposal of
Mobile Application Development
and Maintenance
Pizza Hut Bangladesh



June 25, 2020



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Date: 24th June, 2020.

To
Mr. Amit Thapa
Chief Operating Officer (COO)
KFC Bangladesh | Pizza Hut Bangladesh (Transcom Foods Ltd.)
5 Bir Uttam Mir Shawkat Ali Shorok (South Avenue),
Gulshan-01, Dhaka-1212, Bangladesh

Subject: Revised Commercial Proposal for Mobile Application Development for Pizza Hut Bangladesh.

Dear Sir,

Thank you for your interest in working with aamra infotainment limited (AIL). AIL Team has reviewed your technical & business requirements and has provide a brief solution included in details under this proposal. We are grateful to have the opportunity to be considered as your trusted technology partner and we are confident that you will witness our unwavering commitment to consistently go above and beyond what it takes to get the job done.

We are confident that our proposal response will solidly demonstrate that we are uniquely qualified to deliver the best overall solution and value to this contract.

We are excited about the opportunity to assist with your website development needs. Precisely we are committed that aamra infotainment limited will satisfy all your expectations.

Thanks & Best Regards,

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Aamra Infotainment Ltd. (AIL) is pleased to submit a proposal for the development of a mobile app to **Pizza Hut Restaurants Bangladesh**. The terms of this proposal are *valid for up to 30 (thirty days) after being presented.*

PIZZA HUT BANGLADESH MOBILE APP

Pizza Hut Bangladesh Mobile App Development: Aamra Infotainment Ltd. (AIL) will design and develop a custom mobile friendly App based on the official website for **pizzahutbd.com** includes Android based Mobile Devices. The mobile friendly website will be designed to ultimately drive customer retention and overall sales for **Pizza Hut Restaurants Bangladesh**.

INTRODUCTION

We welcome the opportunity to build a cutting-edge mobile website and deploy to market a mobile app for **Pizza Hut Restaurants Bangladesh** that will increase sales and customer retention.

Aamra Infotainment Ltd. (AIL) is a web & mobile solution provider focused on providing cost-effective online as well as mobile applications as marketing tools. From Android applications to HTML5 applications **Aamra Infotainment Ltd. (AIL)** delivers mobile apps and mobile websites on every platform. **Aamra Infotainment Ltd. (AIL)** will put you in front of your customers on devices they access most with information and tools that make it easy for **Aamra Infotainment Ltd. (AIL)** to connect with their mobile audience.

Aamra Infotainment Ltd. (AIL)'s commitment to reaching their audience with targeted mobile marketing will put you far ahead of your competitors. We're here to help with all your mobile marketing needs and we have thorough analytics that are measurable for making strategic mobile marketing decisions.

If you have any questions, regarding **AIL**, please contact MD. ABED SAADULLAH, HEAD, BUSINESS DEVELOPMENT at abed.saadullah@aamra.com.bd or direct at +88 01712126874

We look forward to working with you and showing you the real power of mobile marketing!

PROJECT OVERVIEW & OBJECTIVES

AIL is a full-service mobile value-added solution (m-VAS) company that provides you with mobile apps for businesses, made easy. **AIL** makes mobile app solutions easy by offering full white label solutions, mobile applications, mobile websites, complete brand customization, applications for small businesses and more. Smart business owners across the nation are utilizing the power of mobile devices.

AIL allows you to simultaneously create, edit and manage native Android and mobile web apps online. Our easy to use content management system allows for stunning design, customization and functionality across a broad range of mobile devices.

Objectives: **AIL** mobile strategy for **Pizza Hut Restaurant Bangladesh** has following objectives:

- Increase brand awareness by improve online & mobile presence to brand awareness capturing mobile shopping market;
- Increase Sells by maximum availability of purchase options for their customers in web & mobile domain;
- Improve Brand Reputation of Pizza Hut “So Good” by improving customer experience by reaching 130 million mobile subscribers of Bangladesh.

Supporting Platform:

- Android (Version 5.0 to 7.0) + Tablet

Technology:

- Java for Android

Supporting Language:

- English

Currency:

- BDT (Bangladesh Taka)

MOBILE WEBSITE / MOBILE APPLICATIONS DEVELOPMENT STRATEGIES

AIL will develop an **Android app aligned & synchronized with official website single managed platform** for **Pizza Hut Restaurants Bangladesh** including complete app design, development.

Pizza Hut Restaurant Bangladesh is one among the chain restaurant online store's in Bangladesh. AIL as a technological partner will assist Pizza Hut Bangladesh to deliver a Multi-device agnostic Website coupled with Native coded Android Mobile application to facilitate their customers to experience mobile commerce and make their revenue to grow more potential.

Pizza Hut Mobile Application features:

- Complete mobile app synchronized with Official Pizza Hut Bangladesh website;
- One Touch Calling from inside your app. No numbers to save or remember;
- Tell-A-Friend feature lets your customers take your business viral with built in sharing capabilities over Email, SMS, Facebook and Twitter;
- Menu Conversion feature allows for easy to navigate optimized mobile menu(s). Integrate any information you would like to about your business including -
 - a) Restaurant Location Finder,
 - b) Restaurant wise Food Menu browsing & selector,
 - c) Online order for Delivery, Take Away & Seat Reservation system using Shopping Cart,
 - d) Credit/Debit Card & Mobile Payment options,
 - e) Order Confirmation & notifications.
- A Point of Interest displays any points of interest on a map;
- Event Listings feature allows you to include all your businesses events on the go;
- Contact Information allows you to give customers multiple ways to contact your business;
- Email Photo feature allows customers to take or send a photo and email it directly to your business;
- Native Image Gallery allows you to display images of your business in a beautiful image gallery optimized for Android;
- Set up a fan wall for your customers to leave feedback on your business. Manage the comments online;

- Push notifications send messages to your customers whenever you'd like using our easy to use CMS;
- Flexible Counter allows for your customers to count items related to your business and have them email the results to you;
- Mailing List feature allows you to stay in contact with your customers by gathering names and e-mail directly inside your app;

Optional additional features: (commercial impact will impose)

- GPS Directions that give your customers turn-by-turn GPS directions to your business from anywhere in the world;
- GPS Coupon feature creates mobile coupons for customers to unlock by "checking in" at your business;
- QR Coupons feature allows customers to redeem coupons at your business by scanning a specified QR code
- Mortgage Calculator feature where you can preset an interest rate
- Blog integration integrates your RSS feed to allow your users to quickly and easily read your blog posts
- Facebook, Twitter, LinkedIn, and/or Myspace integration to connect with your customers through their favorite social media sites
- MyEmma, Campaign Monitor, Constant Contact, Get Response, iContact, or MailChimp integration all easily allows you to import contacts gathered from your mobile app into your email marketing campaign service
- Open Table integration allows you to use your mobile app for on the go restaurant reservations
- Podcast integration allows your users to listen on the go from their favorite mobile device
- SoundCloud integration allows users to listen to any audio file online on their mobile device
- Shopping Cart feature allows you to add and sell items through your mobile app via PayPal or Google Check out
- Notepad feature allows users to record text notes and email them to anyone at anytime
- Voice Recorder feature allows users to record voice notes and email them to anyone at anytime
- Ad Mob (Mobile Ads Feature) easily integrates ads into your app using the best mobile ad providers available
- Flickr or Picasa integration displays images of your business directly from your Flickr or Picasa photo account
- WuFoo integration allows you to easily create an appointment, order, feedback or contact form

- YouTube integration allows you to display hundreds of videos from your YouTube channel.

ANALYTICS

AIL will be able to see actionable app insights and track the following data from mobile app, mobile web and/or QR codes activity:

- Understand how many users download your app
- Understand which platform is most popular
- Track dollars spent on items
- Track dollars spent on food orders
- Track appointments scheduled
- Track consultations scheduled
- Understand your apps ROI

All mobile marketing objectives of **Pizza Hut Restaurant Bangladesh** can be tracked and analyzed for actionable decisions.

SECURE HOSTING

AIL will offer complete secured mobile hosting as part of this proposal:

- Our servers are hosted in the cloud using the latest in data hosting technology;
- 99.9% uptime for the proposed mobile apps.

MAINTENANCE

AIL will maintain and update the new **Pizza Hut Restaurant Bangladesh** mobile app, ensuring that the following is updated every monthly basis.

CLIENT RESPONSIBILITIES

Pizza Hut Restaurant Bangladesh will provide **AIL** with complete app / mobile website content and creative assets in high-resolution format as PSD/EPS/AI (logo, photos, etc.).

A) BUSINESS REQUIREMENT DOCUMENT

- The BRD (Sample BRD attached with the email) shall be prepared and mutually agreed upon by the Parties during the initial project implementation phase, the BRD shall provide the specific details regarding the configuration of the proposed technical, business, and service solutions.
- The mutual acceptance of this Document is required before starting the development configuration efforts to support the project.

B) SUPPORT SERVICES

- **AIL** will provide Q&A support for 03 months after final delivery. The primary support will be in the form of onsite communications with our team.
- Support in the form of Q/A, fixing up issues that could arise or bugs that could arise. Additional customization will not be covered in the support period. Support will not be extended if outside developers had worked on the application codes.

Cost & Timeline- Based on the scope in this document, project timeline are as follows:

Modules	Time Duration (in days)
BRD Finalization	05
Website Integration & Installation	15
Android Integration	15
QA Testing & Fine Tuning	07
Publishing to App Stores	03
Total Timeline	45

One-time development costs will be applicable for:

- Mobile App and Web back-end design and development
- Technical installation and custom domain masking
- Analytics setup and profile creation
- Payment Gateway Integration with all banks, credit/debit cards, mobile/internet banking, etc.
- Publishing the Mobile App in App Stores for Android.

Monthly Recurring costs will be applicable for:

- Mobile Application Management and maintenance
- Shopping Cart & Payment Gateway service maintenance
- Hosting & File Management with periodical backup
- Instant restoration of the service
- App Store Management & Maintenance.

Mobile App Maintenance Service Featuring as following:

Sl.	Service Profile	Description	Features
1	Mobile App Monitoring Service	We render an exceptional user experience by maintaining the performance of your mobile app. Under this service, we analyze your app performance and enhance it.	<ul style="list-style-type: none"> • Performance Monitoring • Usability Review • App Crash Monitoring • Source Code Repository & Versioning • Renewal Monitoring • App Store Management & Monitoring • OS and Device Update Review • App Feedback Monitoring • 3rd Party Integration Update Review • Server Monitoring • Analytics monitoring • Security Reviews • Hosting & third party payment monitoring (if any)

Commercials of Mobile Application Development

S/N	Particulars/modules	Platform	One-time Charges
02	Premium Functional Mobile Apps (Ecommerce) Premium Mobile Application with advanced features Included – <ul style="list-style-type: none"> • Maps & Directions • Click-to-Call • Update Your App Online • Dynamic Content & Multimedia • Premium Appearance • Unlimited App Usage • Robust Analytics • Mobile Food Ordering • Mobile Shopping Cart • Loyalty Programs • 3rd Party Integrations • Push Notifications • Custom QR Code Included • Complete Mobile Marketing Solution • Website Synchronization 	Android	BDT 350,000.00
		(+) Adding 5% VAT	BDT 17,500.00
		Total Price Including VAT	BDT 367,500.00 (One Time Cost)

In Words: Three Lac and Sixty-Seven Thousand and Five Hundred Taka Only (One Time Cost)

Revised Commercials of Digital Service Maintenance

S/N	Description	Monthly Charges
01	Ecommerce based Mobile Application Maintenance Service for Pizza Hut Online Order System Service Profile: Mobile App Monitoring Service Model: Annual Maintenance Contract (AMC)	BDT 15,000.00 (Monthly)
02	Ecommerce based Mobile Responsive Maintenance Service for Pizza Hut Online Order System Service Model: Annual Maintenance Contract (AMC)	BDT 3,000.00 (Monthly)
03	Ecommerce based Web Portal Maintenance Service for Pizza Hut Online Order System Service Model: Annual Maintenance Contract (AMC)	BDT 4,000.00 (Monthly)
Total Monthly Maintenance Charges		BDT 22,000.00
Total Monthly Maintenance Charges After Special Discount for Pizza Hut		BDT 18,000.00
(+) Adding 5% VAT		BDT 900.00
Total Monthly Maintenance Charges Including VAT		BDT 18,900.00 (Monthly)

In Words: Eighteen Thousand and Nine Hundred Taka Only (Monthly)

Notes: Above monthly charge will be applicable from the day of mobile application's live operation. Before that current monthly charge for Web & Mobile Responsive Pizza Hut Online Order System is applicable / unchanged for every month.

Commercials of Push Notification (Pay as you Go - Optional)

S/N	Description	Amount
01	Push Notification for Pizza Hut Mobile Apps (Android Platform)	BDT 5,000.00 (One Time Cost)
	(+) Adding 5% VAT	BDT 250.00
	Total Price Including VAT	BDT 5,250.00 (One Time Cost)

In Words: Five Thousand and Two Hundred Fifty Taka Only (One Time Cost)

Notes:

- Client will provide all the required API of the existing live system and Paid features/modules at the time of development.
- For Bangla language support for the mentioned Mobile App, please add BDT 100,000.00 only additionally as One-time cost.
- All the features are depending on the compliance of the Android Google Play Store publishing terms and conditions as applicable. AIL will be not responsible for any features not available or discontinued by the App Stores.
- The monthly maintenance includes the version/content upgradation and maintenance of the existing Mobile App only. Any new feature/Module inclusion or upgradation or modification of the Mobile App Content & User Flow will be under the Change Request (CR) activities and quoted separately after assessing the actual requirements.

BILLING SCHEDULE

- 50% deposit establishes project start date and the remaining 50% is due upon completion.
- Monthly dues will occur on a monthly schedule as work has been completed and expenses are accrued. These monthly dues will be invoiced and payable within 30 days.
- Above Prices are including of 5% VAT and excluding of AIT. AIT is exempted for IT services company as per NBR.
- Payment is to be made in favor of aamra infotainment ltd.

S/N	Payment Terms	Percentage of One-time Cost
01	Upfront Payment along with Work-order	50%
02	First Draft of Mobile Apps for 1 st Review	30%
03	Final Milestone Delivery	20%

Note: Final Milestone delivery will be captured before moving the app files to respective play stores (Google & iTunes store, as applicable). You can download the web software once after the purchase.

Pricing Assumptions:

The indicative pricing,

- If there any new feature request from Pizza Hut team during the integration phase, then those cost and timeline will be billed extra.
- Invoice will be submitted upon the completion of milestones and funds need to be cleared within 5 - 7 business days of invoice copy submitted.
- Any 3rd party API (if needed) charges should be paid by the Pizza Hut team.

TERMS & CONDITIONS

Pizza Hut Restaurant Bangladesh is responsible for making additional payments at normal hourly rates for changes requested by **Pizza Hut Restaurant Bangladesh** that extend beyond the original scope of the project, as detailed. The developer reserves a 10% margin for time and charges that exceed estimates and informs the client when time will be exceeded. The client and developer will communicate directly about any changes that affect cost.

Upon approval of this agreement **Pizza Hut Restaurant Bangladesh** expects that the project will be completed in approximately **45 working days**. This depends greatly on the efficiency of receiving all the needed content and how fast a mobile strategy & business policy is approved, though any parties are not engaged in any commitment.

*By signing this proposal, you are agreeing that any communal information is confidential and will not be shared with any third parties without **AIL** permission.*

Approvals:

Md. Abed Saadullah

Head, Business Development

Aamra Infotainment Ltd.

Client Contact Name

Client Title

Pizza Hut Bangladesh

Date:

: