



WHITEWALL DESIGNS
 PO 1324 ATHENS GA 30603
 INFO@WHITEWALLDESIGNS.COM
 706.338.5337

Whitewall Designs Estimate for Design & Construction of eCommerce/online store for Classic City Off Road Website

Date of Estimate and Contract Revision 5/25/09

Scope of work:

Classic City Off Road and its owner, Matthew Grimes (known from now on as "Client") have asked the designer, Whitewall Designs and its owner, Christopher Philpot (known from now on as "Designer") to construct an eCommerce pack for Classic City Off Road.

The following items will be required:

- Graphic design of online store interface – logos, colors, buttons, text, links, photo treatments, etc:
- Integration of online store into existing Classic City Off Road website's navigation
- Construction of an HTML/PHP template for online store software
- Construction and assembly of online store

Store features will include:

Online Store Features:

- Shopping Cart
- Product Searches by Description, Brand or Part Number
- Navigate through categories (e.g. axles/Dana 60/shafts/inner/chromoly/etc)
- Online Customer Accounts with Wish List
- Featured and Special Items
- Newsletter Sign up
- Database Size 80 GB (room for tens of thousands of items)

Customer Service

- Order History
- Repeat Customer Recognition
- Discounts and gift certificate capability
- Automated Confirmation Emails
- Contact Form

Security

- Full HTTP/SSL Support
- Password protected administrator access

Shipping and Tax Options

- Shipping and Tax Calculators
- Option to Offer Free Shipping

Payment Options

- Accept Credit Card Payments, Pay Pal, Authorize.Net, etc.
- Offline Credit Card Processing
- Custom Payment Options

Email Settings

- New Customer Sign up
- Forgotten Password Retrieval
- Order Received Notification
- Order Placed Confirmation
- Order Shipped Notification
- Order Cancelled Notification
- Return Authorization

Order Management

- View and Track Orders and Shipments
- Search orders by date, product, customer#, order#, etc
- Edit pending orders (quantity, edit items, ship, tax, discounts)
- Update order status
- Export orders in .csv or .xml format
- Email Notification of shipment

Customer Management

- View/Edit Customer Accounts
- View customer order activity and history
- Search for customer by name, customer #, etc.
- Unlimited Pricing Levels

Product Management

- Unlimited Categories and Products
- Categories contain sub categories and featured products (e.g. steering/pitman arms)
- Easily assign products to multiple categories (e.g. driveline/u-joints or steering/u-joints)
- Easily assign products to Brands (Warn, Randy's, etc)
- Configure Pricing Levels

Total Price: \$15,500

Payment methods:

Please send payment in the form of cash, check (US clients only*) payable to:

**Whitewall Designs/Christopher Philpot
PO 1324
Athens, GA 30603**

* Other payment options may be available and must be agreed upon in writing prior to payment. Overseas clients please call to arrange a direct funds transfer or money order in US funds.

Maintenance Options (made after content has been delivered and implemented):

- Content updates: Content updates and modifications are priced at \$65/hr with a 1hr minimum and are delivered within 3-5 days. Next day modifications are available under maintenance contract (see below) or for an additional \$35/hr.
- Graphic updates: Future graphical updates and modifications (new photos, logos, updated graphs, maps etc) to the site are priced at \$65/hr with a one hour minimum and a delivery time based on complexity. Photography and special features are priced according to the prices given in this estimate.
- Maintenance contract: If frequent updates are anticipated, 12 month maintenance contracts are available starting at \$260/month/5 hours of graphical or content updates. Clients possessing maintenance contracts have their updates started same day and live within one business day*. Contract holders can purchase additional hours of maintenance at \$65/hr.

*applies to updates requiring less than 3 hours

Fee schedule:

- **To being the project:** The website process will begin once the designer has received a signed copy of this estimate and subsequent contract along with a %50 deposit of the total website fee.
- **Completion of the design phase:** a payment of %25 of the total website fee is due at this time.
- **Delivery of the website:** The final payment of %25 of the total website fee is due at this time. Fees for additional items required or commissioned by the client are due at this time.
- **Maintenance and upgrades:** Maintenance and upgrades are billed monthly according to the rates established in the "Maintenance Options" section of the Web Development Stage description.

Both parties will be bound by the terms and conditions of this agreement and any changes made to this agreement must be made and approved in writing by both parties.

Client Signature _____ . Date _____.

Designer Signature Christopher Philpot . Date 4/14/08 .