

COMMERCIAL PROPOSAL · VERSION 7.1

MetroMart E-Commerce Platform

Release 1 — Commerce Foundation & Premium Storefront

PREPARED FOR	PREPARED BY	DATE OF ISSUE	PROPOSAL VALIDITY	CURRENCY BASIS
MetroMart	The Asylum Agency	July 27, 2026	30 days	USD — contractual

01 Executive Summary

The MetroMart Blueprint describes an enterprise-class e-commerce ecosystem. Our recommendation remains a phased launch: begin with a commercially complete Release 1, learn from real customer, payment and operational data, then expand the backend in controlled stages.

Version 7.1 clarifies the complete Product Attribute commitment. Product Attributes and their management are part of the Release 1 platform foundation, and the existing attribute/value dataset will be migrated and normalised to the agreed launch-ready standard. An optional AI Catalog Intelligence Pack adds a deeper enrichment and ongoing quality layer.

Release 1 commitment: USD 20,000 in total — Discovery USD 4,000 + Build USD 16,000. Product Attribute Management, migration and launch-readiness normalisation are included within this price. Optional growth modules and support remain separately contracted.

02 Release 1 Scope — Commerce Foundation MVP — USD 20,000

- **Premium storefront:** Responsive mobile-first Homepage, Category, Brands, PLP and PDP experiences.
- **Product Attribute Management:** Reusable attribute definitions, groups, data types, allowed values, category templates/mapping, product-level values, display ordering and core required-field/type validation.
- **Attribute-driven discovery:** Category, brand, price and attribute filters; product specifications on PDPs; an attribute structure prepared for comparison and richer search.
- **Catalog administration:** Laravel/Filament admin workspace for categories, brands, products, product media, attribute groups, attribute values and basic order management.
- **Catalog migration & launch readiness:** Migration of MetroMart's existing attribute/value dataset using agreed mappings, including deduplication, format and unit normalisation, category assignment, import testing and launch-readiness corrections.
- **Checkout & ordering:** Shopping cart, linear checkout and automated customer email confirmations.
- **1C stock and price import:** One-way scheduled import from a client-provided 1C export in an agreed format. Product master-data and attribute feeds are included only if available in an agreed structured export.

02 Release 1 Scope — continued

- **Payments:** Bank of Georgia and TBC standard payment/installment callbacks. Both gateways are included, subject to working sandbox credentials and merchant approval.
- **Bilingual framework:** English/Georgian interface framework with Georgian UI. Translation and copywriting are provided by the client.
- **Setup & launch:** GA4/GTM, Meta Pixel, baseline Cloudflare routing, production deployment and a 30-day defect warranty.

Product Attribute Management & Migration — included foundation

The detailed taxonomy, mapping rules and acceptance criteria will be finalised during Discovery. Release 1 includes migration of MetroMart's existing attribute/value dataset, technical normalisation and the corrections required for working specifications, filters and daily catalog management. MetroMart will provide the source dataset and business decisions for ambiguous or conflicting values.

Included in Release 1	Defined during Discovery	Separate / at cost
Existing attribute/value dataset migration	Final taxonomy and category templates	Manual reconstruction of missing specifications
Mapping, deduplication and unit/format normalisation	Source-of-truth and ambiguity rules	External research and unbounded item-by-item verification
Category assignment, core validation and launch corrections	Sample testing and measurable acceptance criteria	Complex custom rule engines beyond agreed scope
PDP specifications, filters and admin management	AI Pack priorities, sources and review workflow if selected	Ongoing catalog data-entry operations

03 Optional Release 1 Modules

Module	What it adds	Price
Critical Commerce Pack	SEO/JSON-LD, merchandising and conversion widgets, wishlists/lead capture, GA4 e-commerce analytics.	+\$12,000
Stabilization Sprint	Post-launch optimisation on real data: sync tuning, filter/index refinement and callback edge-cases.	+\$9,000
AI Catalog Intelligence Pack	AI-assisted enrichment and quality control: extract missing specifications from existing product content and agreed sources, detect duplicates/anomalies, normalise terminology and units, suggest mappings, score confidence and route changes through admin review; also includes descriptions, metadata and image alt text.	+\$7,500
Operational Support Retainer	Monitoring, incident resolution and payment/sync supervision, up to 40 hrs/month, 6-month initial term.	\$2,500/mo

AI Catalog Intelligence Pack — optional enrichment layer

Release 1 makes the existing catalogue operational and launch-ready. If the AI Catalog Intelligence Pack is selected, the catalogue is taken to an agreed enriched and quality-controlled standard through AI-assisted extraction, anomaly detection, terminology and unit normalisation, confidence scoring and administrator review. Priority categories, permitted source materials and acceptance criteria are locked during Discovery; no AI-generated or corrected data is published without review.

04 Payment Schedule & Timeline

Milestone	Basis	Amount
0 — Discovery & Architecture	100% on signing	\$4,000
1 — Build kickoff	40% of build	\$6,400
2 — Design & spec signoff	30% of build	\$4,800
3 — Staging delivery	25% of build	\$4,000
4 — Storefront launch	5% of build	\$800
Release 1 total	Discovery + Build	\$20,000

Indicative timeline: Discovery approximately 2 weeks, followed by a 12–16 week build. Client-side delays in 1C samples, bank access, catalog samples, brand assets or review turnaround pause the affected timeline.

05 Discovery & Architecture Deliverables

- **Catalog and attribute audit:** Review the Blueprint, the current category structure, the complete available attribute/value dataset, representative products, data quality and operational ownership.
- **Attribute model & migration:** Define groups, types, category templates, required/optional rules, display/filter/search flags, mappings, normalisation rules, ambiguity handling and launch acceptance criteria.
- **AI Pack scope, if selected:** Agree priority categories, permitted source materials, enrichment targets, confidence thresholds, administrator review workflow and measurable acceptance criteria.
- **1C/ERP mapping:** Confirm stock/price feed feasibility and identify whether product master-data or attribute data can be consumed from an agreed structured export.
- **Payments:** Confirm Bank of Georgia and TBC sandbox availability, callback flows and merchant-approval status.
- **Locked SOW:** Produce the architecture, migration acceptance criteria and confirmed build scope. If integration or data conditions differ materially, scope, price or timeline are re-baselined — or MetroMart may stop after Discovery.

06 Recommended Technology Foundation

Storefront Next.js / React — SEO-friendly rendering, responsive performance and a durable customer-facing layer.	API & Admin Laravel + Filament or NestJS-based services — product, attribute, order, import and webhook workflows.
Product Data Layer PostgreSQL/MySQL data model for categories, products, attribute definitions, allowed values, category templates and product attribute values.	Search & Filters Meilisearch / Typesense where justified — attribute facets, typo tolerance and fast catalog discovery.
Queue & Cache Redis-backed jobs and caching for imports, callbacks, indexing and catalog performance.	Delivery Cloudflare baseline CDN/SSL routing, staging and production environments, monitored deployment process.

07 Dependencies & Scope Protections

- **Migration and data responsibilities:** Release 1 includes migration and launch-readiness normalisation of MetroMart's existing attribute/value dataset. MetroMart provides the source data and timely business decisions for ambiguous, conflicting or commercially sensitive values.
- **Agreed migration boundary:** Discovery locks mappings, normalisation rules, sample tests and acceptance criteria. Manual reconstruction of missing specifications, external research and ongoing catalog operations are separately estimated unless explicitly included in the AI Catalog Intelligence Pack scope.
- **AI Catalog Intelligence Pack:** If selected, AI-assisted enrichment is limited to the agreed source materials, priority categories, review workflow and acceptance criteria. It cannot guarantee facts that are absent or unverifiable in the available sources.
- **1C boundary:** Scheduled stock/price import is included. Real-time bidirectional sync, write-back, rollback fail-safe and internal 1C programming remain outside Release 1.
- **Bank dependency:** Both gateways are included, but timing depends on client-provided sandbox credentials and merchant approval. Missing access does not block the remainder of go-live.
- **Change requests:** Requirements added after scope freeze are estimated separately and may be authorised or deferred.
- **Warranty:** 30 days for defects in committed delivered scope; excludes new features, third-party outages and client/ERP-originated data problems.

08 Commercial & Legal Notes

The quoted price is the final amount payable; no VAT is added. Third-party provider costs — hosting, paid CDN/security plans, domain fees, transactional SMS and 1C developer retainers — are excluded. Intellectual property transfers to the client on full payment. Total liability is capped at fees paid, excluding indirect or consequential loss and third-party outages.

09 Explicitly Excluded from Release 1

- **Missing-data reconstruction and external research:** Manual collection of absent specifications from manufacturers or other external sources, unbounded item-by-item business verification and ongoing catalog operations, except where explicitly included in the AI Catalog Intelligence Pack scope.
- **Advanced custom attribute tooling:** Bespoke rule engines, complex inheritance or validation/enrichment workflows beyond the agreed Release 1 model and optional AI Pack scope.
- **Deep 1C/ERP work:** Bidirectional synchronization, write-back, transactional rollback, warehouse ledger logic and client-side 1C programming.
- **Enterprise hardening:** High-capacity load/stress testing, full CI/E2E automation, DR rollback strategy, full WAF/DDoS hardening and advanced rate limiting.
- **Content and legal:** Translations, general copywriting, legal/terms content and product-content production beyond the agreed Release 1 or AI Catalog Intelligence Pack scope.
- **Third-party costs:** Hosting, domains, paid Cloudflare/security tiers, SMS packs and other SaaS/provider charges.

10 Release 2 — Statement of Readiness

The MetroMart Blueprint also describes a deeper enterprise backend. It is intentionally excluded from this contract and will be scoped, priced and negotiated separately after Release 1 is live and proven on real operational data.

- **Advanced commerce operations:** Automated refunds, returns/RMA cycles, customer profiles, CRM flows and abandoned-cart re-engagement.
- **Hardened integrations:** Bidirectional 1C/ERP sync, validation and rollback fail-safe, warehouse stock-ledger workflows and marketplace feeds.
- **Scale and resilience:** Automated testing pipelines, high-capacity load testing, full edge security and disaster-recovery strategy.
- **Intelligence layer:** Deeper analytics, merchandising intelligence, personalisation and advanced AI-assisted catalog operations beyond the optional Release 1 AI Catalog Intelligence Pack.

11 Next Step

Begin Discovery & Architecture — USD 4,000. The phase produces the locked Statement of Work, confirms the Product Attribute model and migration acceptance criteria, defines the optional AI enrichment boundary if selected, validates 1C and bank dependencies, and de-risks the USD 16,000 build commitment.

To initiate Discovery, contact hello@theasylum.agency.

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