



MOSAIC
TECHNOLOGIES

ANDROID AND IOS APP DEVELOPMENT PROPOSAL

PREPARED FOR

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E-COMMERCE PLATFORM RELAUNCH & MOBILE APP DEVELOPMENT PROPOSAL

Prepared for: Qnash (@qnashcom)

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EXECUTIVE SUMMARY

Qnash has established itself as a trusted provider of high-quality products. However, with the current e-commerce platform experiencing downtime and lacking modern features like integrated payment systems, the opportunity to expand sales through mobile and web channels is significant.

Our proposal offers a **full relaunch** of the existing web platform, the creation of a **unified backend API**, and the development of **modern Android and iOS mobile applications**. Together, these will create a seamless, secure, and engaging shopping experience for your customers while enabling Qnash to manage operations efficiently.

The result: **increased sales, improved customer loyalty, and a scalable foundation for future growth.**

PROJECT GOALS & BENEFITS

Primary Goals:

1. Restore and modernize the web platform to full operational capacity.
2. Launch mobile apps to tap into Ethiopia's growing mobile-first customer base.
3. Implement secure and convenient payment options (Telebirr & Chapa).
4. Provide a unified backend for easy management across platforms.

Expected Benefits:

- **Boost sales conversions** through faster checkout and improved product discovery.
- **Enhance customer experience** with a clean, modern UI and push notifications.
- **Improve operational efficiency** via an admin dashboard and real-time analytics.
- **Ensure scalability** for future feature expansions like loyalty programs and AI recommendations.

SOLUTION OVERVIEW

Our approach includes **three integrated components**:

1. Web Platform Update & Relaunch

- Full audit and optimization of the existing e-commerce site.
- UI/UX improvements for mobile-friendly design.
- Updated security and SEO.

2. Unified Backend API

- Centralized data and payment handling for both web and app.
- Real-time synchronization across platforms.

3. Android & iOS Mobile Applications

- Fully responsive shopping apps with secure payment options.
- Push notifications for promotions, order updates, and new arrivals.

FEATURE BREAKDOWN (GROUPED BY VALUE)

1. Customer Experience & Engagement

- Modern, responsive UI/UX design.
- Smart search & filtering for faster product discovery.
- Wishlist & recently viewed products.
- Push notifications for new arrivals, promotions, and order updates.

2. Sales & Conversion Boosters

- "Add to Cart" & "Buy Now" quick options.
- Secure, integrated payment systems (Telebirr & Chapa).
- In-app invoices (view/download).

3. Operational Efficiency

- Unified backend with product, order, and user management.
- Dashboard analytics to track top-selling products and revenue.
- Promotions & discounts management.

4. Security & Trust

- Secure payment gateway integration.
- SSL encryption for all transactions.
- Regular security patches and monitoring.

TECHNICAL APPROACH

Technology Stack:

- **Mobile Apps:** React Native (cross-platform).
- **Payments:** Telebirr, Chapa (supports multiple banks).

Security Measures:

- HTTPS/SSL encryption.
- Secure transaction callbacks.
- API authentication with OAuth.

TIMELINE

Phase	Duration	Activities
E-Commerce Platform Relaunch	1 week	Relaunch the website to make it functional until the app is ready
1. Discovery & UI/UX Design	1 week	Wireframes, interactive prototypes, and approval.
2. Backend & API Development	4 weeks	Build authentication, product, cart, checkout, and payments.
3. Mobile App Development	3 weeks	Implement features, connect to the API.
4. Admin Panel Development	2 weeks	Product, order, user management, analytics.
5. Testing & Deployment	1 week	QA testing, app store submission, and final launch.

Total Duration: 10 weeks

BUDGET BREAKDOWN

1. Web Platform Update & Relaunch

Module	Description	Cost (ETB)
Platform Audit & Bug Fixes	Review existing code, fix errors, update PHP & libraries	
UI/UX Refresh	Minor design improvements for better mobile-friendliness	
Feature Updates	Improve search, wishlist, and notifications	
Security & SEO Enhancements	Update security patches, basic SEO setup	
Testing, QA & Deployment	QA testing & final deployment	
Web Total		18,000

2. Unified Backend API

Module	Description	Est. Cost (ETB)
API Architecture Design	Plan endpoint structure for products, orders, users, and payments	
Authentication Endpoints	Email/password, Gmail login integration	
Product & Order Endpoints	CRUD operations, categories, and stock handling	
Cart & Checkout API	Add-to-cart, update cart, checkout process	

Module	Description	Est. Cost (ETB)
Payment Gateway Integration	Telebirr & Chapa integration (for app use, optional web use)	
Notifications API	Push notifications & email alerts	
Testing & Documentation	Unit testing + API docs for dev handover	
API Total		60,000

3. Android & iOS Mobile Apps

Module	Description	Cost (ETB)
UI/UX Design	App wireframes, interactive prototypes	
Frontend Development (React Native)	Core shopping experience: product listing, search, cart	
User Account Module	Login, Gmail login, profile management	
Order Management	Order tracking, invoices, and status updates	
Wishlist & Recently Viewed	Save products, browsing history	
Payment Integration	Telebirr & Chapa integration in the app	
Push Notifications and social sharing integration	Promotions, order updates	
Testing & App Store Submission	QA, Google Play, App Store submission help	
App Total		103,000

Combined Grand Total

Component	Cost (ETB)
Web Update & Relaunch	18,000
API Development	60,000
Mobile Apps (Android & iOS)	103,000
Grand Total	181,000 ETB
Grand Total (including VAT 15%)	208,150 ETB

Note: The budget above does not include the **Google Play Store** registration fee (one-time) and the **Apple App Store** Developer Program fee. These fees are paid directly to Google and Apple by the client.

RISK MITIGATION & SUPPORT

- **Payment Reliability:** Multiple payment options ensure transactions are always possible.
- **Security:** Regular patches and encrypted communications.
- **Post-Launch Support:** 1 month of free bug fixes and minor adjustments.

FUTURE GROWTH OPPORTUNITIES

- Loyalty rewards program.
- Advanced analytics dashboard.

NEXT STEPS

1. Approve the proposal and confirm the start date.
2. Sign the agreement and process the initial payment.
3. Web Platform Update & Relaunch

CONTACT US

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We at **Mosaic Technologies PLC** are committed to delivering professional and innovative technology solutions that reflect the vision and excellence of Qnash. We look forward to collaborating on this transformative project and bringing Qnash's vision to life.