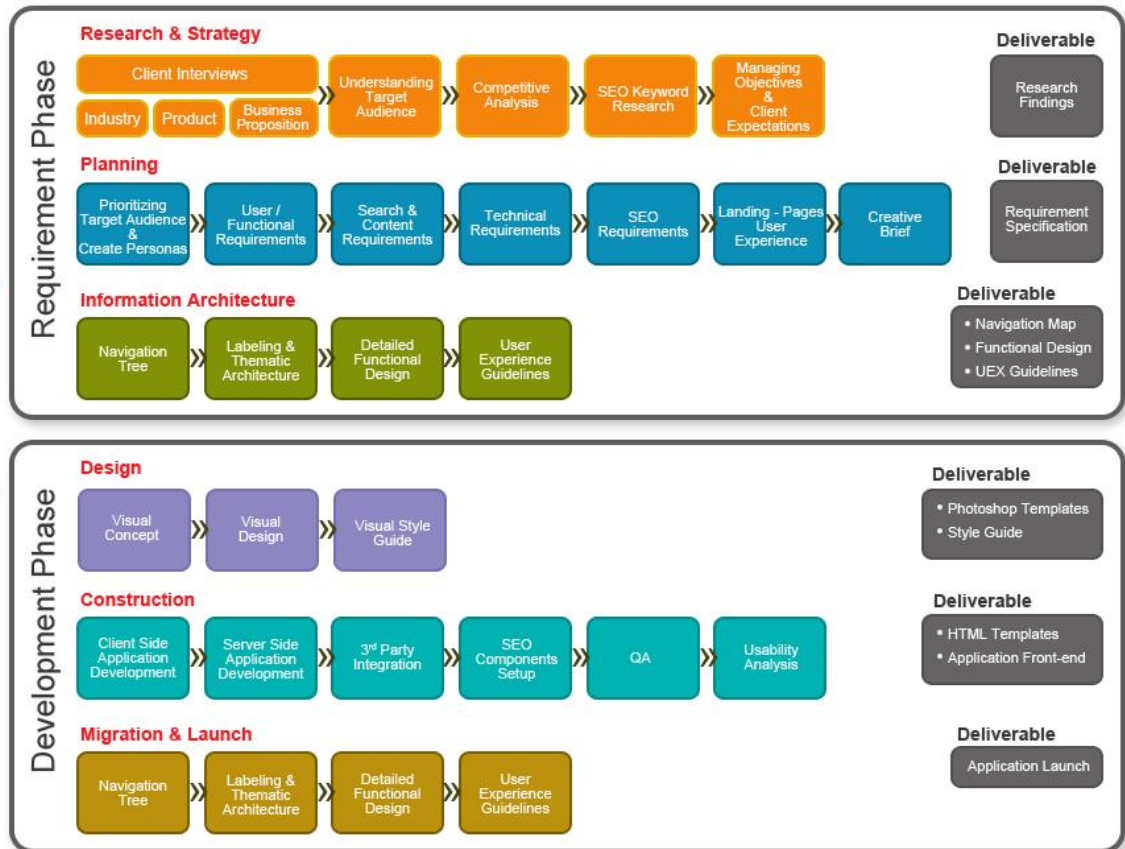


[B2C website] will include following activities:

- **Target audience segmentation** and UI/UX analysis which will act as the basis of design phase.
- Creative Designing of CEPC New Website besides standard Content inventory deliverables will ensure taking care of the points highlighted in Target audience segmentation. Creation ideation has to follow the CEPC digital guideline with usage of copyrights image base of CEPC India only.
- Design phase will be based on **Responsive design** development thereby having rendering of website with either **Adaptive** (Multiple Fixed Width Layouts) or **Responsive** (Multiple Fluid Grid layouts).
- **CMS** based management of content and digital assets besides addition and updates to the defined information architecture of the CEPC portal.
- Digital assets management like graphics files will be loaded into CEPC digital asset library in the CMS, which will enable brand manager to schedule time based communication through own media or Campaign based.
- Lead capture widget support for building cross sell and up sells strategy should be available in digital channel , even manual should serve the purpose.
- Google Analytics tags embedding with implementation of User journey funnel will be standard analytic offered besides custom CMS analytical page.
- Forms data management tool, which will allow website admin to view/download the data submitted from the front end customer facing forms for various sections of the website.
- Admin based reporting section where all lead captured data will be showcased.
- **Multi language framework development.**
- Content Mapping & content insertion for all the languages [**Up to 4 languages X around 20 pages** of B2C website]
- **Social channel integration** will be offered across all pages developed.
- Portal architecture should have **development – staging – production** instance based publishing workflow.
- Email notification on each pre-defined step of the visitor interaction touch point should be present to have personalised handholding of the customer.
- Content inventory population for all facilitated content with pruning ensuring data correctness for effective
- **OnPage optimization** framework roll out with clear strategy in place for Alt tag, Header, Anchor Tag, Meta Tags, Marketing URLs, Naming consistency to be used during content population.

Inception Stage



Phase 2 B2B sections development.

Scope of Work for phase 2

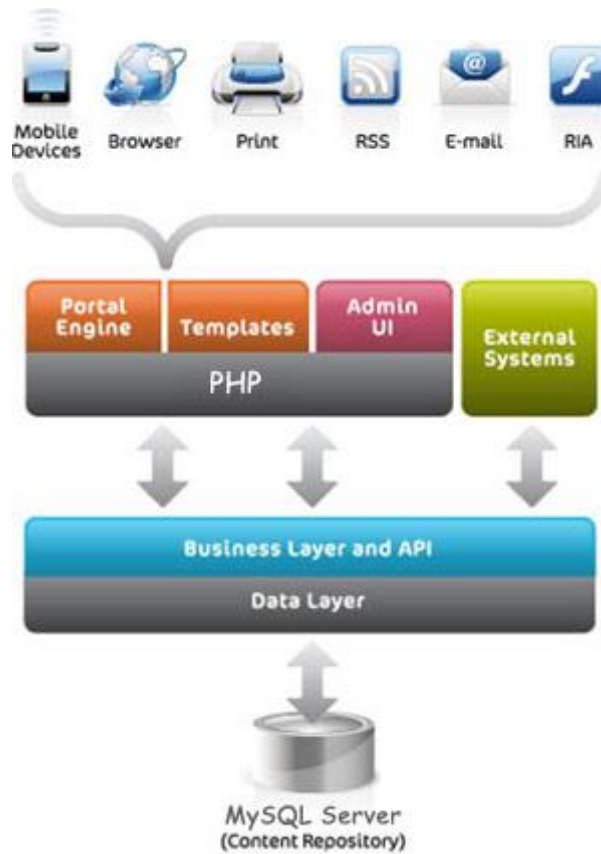
1. Member's login.
2. Post login section pages.
3. Online Membership registration.
4. Online RCMC form submission.
5. Online form submission for Buyers Registration, Space Booking and Exhibitor Profile Entry along with backend module to view/download online entries.

Note: Detailed Sitemap and user flow to be discussed and finalized with CEPC team.

A. System proposed for this project

Systems recommended after discussion with CEPC platform would be PHP based Wordpress CMS version 4.7 or above.

Broad level functional diagram of Wordpress CMS is as following;



Website & Database Security Measures:

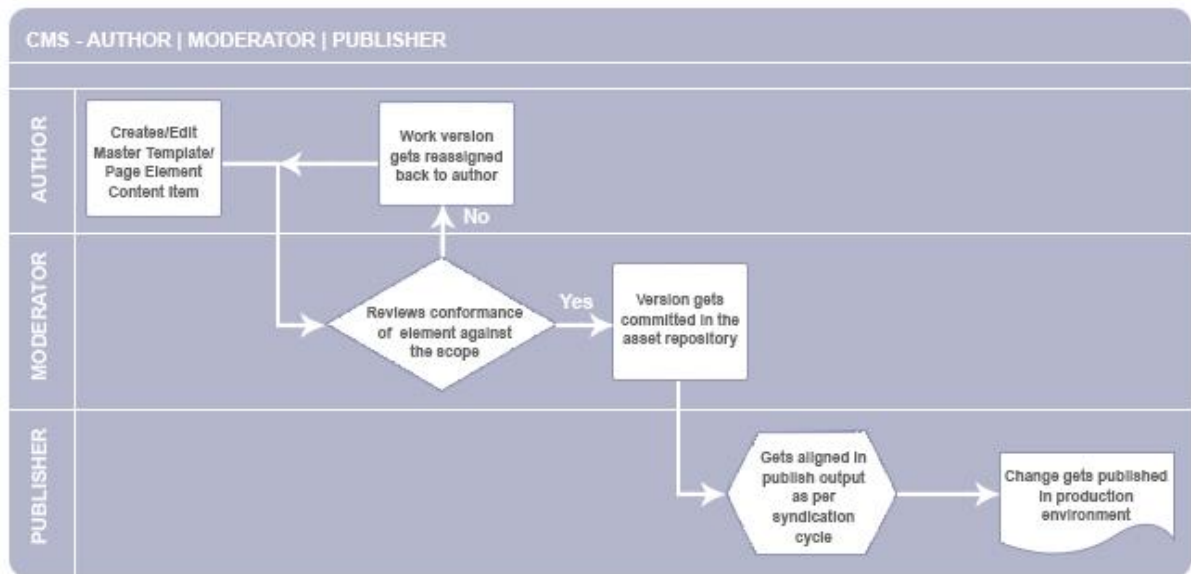
Website Security Threats	Counter Measures
Invalid input	Validating Input data
Broken access control	Implementing Data Encryption techniques
Broken authentication	Validating HTML Injections
Cross-site scripting (XSS)	Handling overflows
Buffer overflows	Implementing proper Error Handling Techniques
Improper error handling	

Database Security Threats	Counter Measures
Shared Database source	Creating different users for different roles
Excessive Privilege Abuse	Validating SQL Injections
Injection flaws	Grant and manage privilege properly
Denial of Service	Managing proper database backup
Improper database backup	daily incremental backup
	full database backup every fortnightly
	database replication on backup server

Besides this architecture will be focussing more on following performance metrics

1. Optimize Caching
2. Minimize round trips
3. Minimize request trips
4. Minimize Payload size
5. Optimize Browser rendering
6. Optimize browsing

Below workflow elaborates the **Author | Moderator | Publisher** relationship.



B. Project Scope in Detail

Proposed sections of the website is as following with in total need of **6 base templates** and **2 extension templates**.

Homepage
Member Login
Social Pages
Main Navigation
Hero banners - Updates
Carpets of India
Social Feeds/News
Carpet History
Upcoming Events
Chairman Message
Live Updates
Footer*
About Us
Overview
CEPC Profile
Committee of Administration
Export Performance
Export Awards

Services for Members
Services
Services for Members
Key Function
MDA
Visa Recommendation
Member Helpdesk
Welfare Activities
Membership
Membership Introduction
Membership Form
List of Committee Member
Member Login
Market Research
Exports Statistics
Market Report
Country Report
Study Report
Indian Trade Agreement
HS Code
Carpets of India
Carpet History
Carpet Types
Carpet Belts
Media
News & Press release
Events & Sponsorships
Past Events
Upcoming Events
Video
Photo Gallery
Contact Us
Form
Address (with google map)
*Footer
Code Of conduct
Foreign embassies (To be taken from eepcindia)
Indian embassies (To be taken from eepcindia)