

PLATINUM MICROFINANCE PRIVATE LIMITED

Web Based Customer Management Portal

Development Proposal

Prepared By

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Think IT, Say IT, We Do IT

[This document is private and confidential, it aims at giving the client an overall of the project scope to be implemented, and is considered as a point of entry to the project. The document includes a summary of the customer requirements, the solution, project scope, schedule, project costs and assumptions]

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1. Introduction

Platinum Microfinance Pvt Ltd (**PML**) is a licensed microfinance institution in Zimbabwe. Platinum Microfinance provides a specially designed range of lending services to clients who may not have access to the mainstream commercial banking services. PML focuses on client satisfaction by offering competitively priced high value products and services.

Dapsoft Solutions Pvt Ltd herein referred to as **Dapsoft** is an indigenous owned ICT solutions provider, with an emphasis on customer value addition - solutions. Dapsoft focuses on custom software development, API development, web development and state of the art infrastructure solutions and support.

2. Project Description

Platinum Microfinance seeks to engage Dapsoft to develop a customer based web application portal that will enhance its operations and customer experience.

3. Project Mission Statement

To improve PMF online presence, generate awareness, leads, online sales and enhance customer experience in order to generate more revenue.

4. Project Context

PML currently has a website which it recently launched and a core business application that manages their loans. The main purpose of the current website is to create awareness of the products and services that PML is offering.

5. Project Objectives/Requirements

The main project objective is to develop and implement a Web Based customer management portal that enhances customer interaction, participation and engagement through the website.

Below is a list of objectives as derived from the customer requirements document;

- ☞ Generate more revenue by offering online products and services
- ☞ Improve customer experience by making the journey of applying for a loan and approving as easy and seamless as possible
- ☞ Develop an interactive portal that accepts and processes customer loans
- ☞ Come up with a program that improves PML savings in the long run in terms of overheads (stationery, printing etc), sales people and office expenses

- ☞ Mitigate the risk of being absent online by establishing an online presence for microfinance business
- ☞ To improve the company image and brand by making the web portal the hub of the business operations. To further enhance communication to the audience what PML offers and stand for
- ☞ To generate more leads and customer enquiries
- ☞ To improve the existing website by integrating it with social networking sites.

6. The Solution

Since PML currently owns a website, Dapsoft will develop a web-based customer portal that will be integrated to the existing website in order to improve customer interaction, engagement and participation.

The solution seeks to improve PML's presence online, awareness and increase their leads by enhancing customer experience.

The web-based customer portal will comprise of the following modules;

6.1. *Loans Application Portal*

The loan application portal is a digital platform that enables customers both individual and corporates to do applications electronically without the need to physically come through your offices and fill in forms. This digital platform will open up a whole new experience for customers to complete their personal, contact and credit information for KYC and AML verification before their loans are approved. The loans application portal will consist of;

- Loan application form to fill in personal, contact, next of kin and credit details
- Validations handler to make sure information entered does not contain obvious errors
- A submit button to submit details for approval

6.2. *Web Based Loan Calculator*

The loan calculator is an automated tool that will help customers or users determine their monthly repayments on a loan. This will account for interest rates and breakdown payments into principal and interest to be paid over a period of time. The customers will just input the loan amount required and their monthly income, the loan calculator will process and determine the monthly repayment amount and the period.

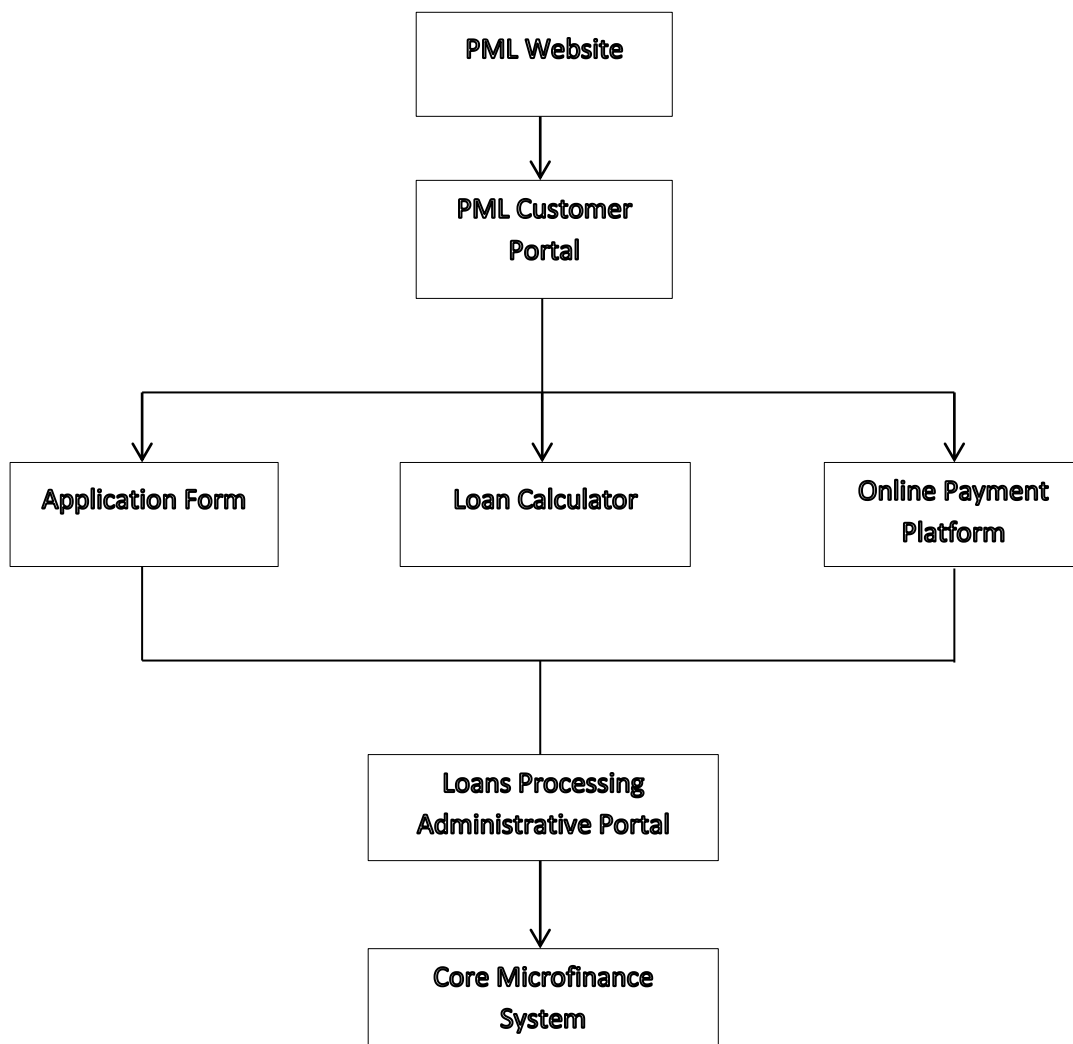
6.3. *Loans Processing Portal*

This digital platform will handle customer applications and enable Loan Officers or authorised users to approve, or disapprove loans after KYC and AML verifications. This purpose of this module is to process loans and post approved loans to the Core System for initialising and servicing the loan until it's fully paid. Disapproved loan applications will be communicated to the customer and reason for rejection via email provided by the client.

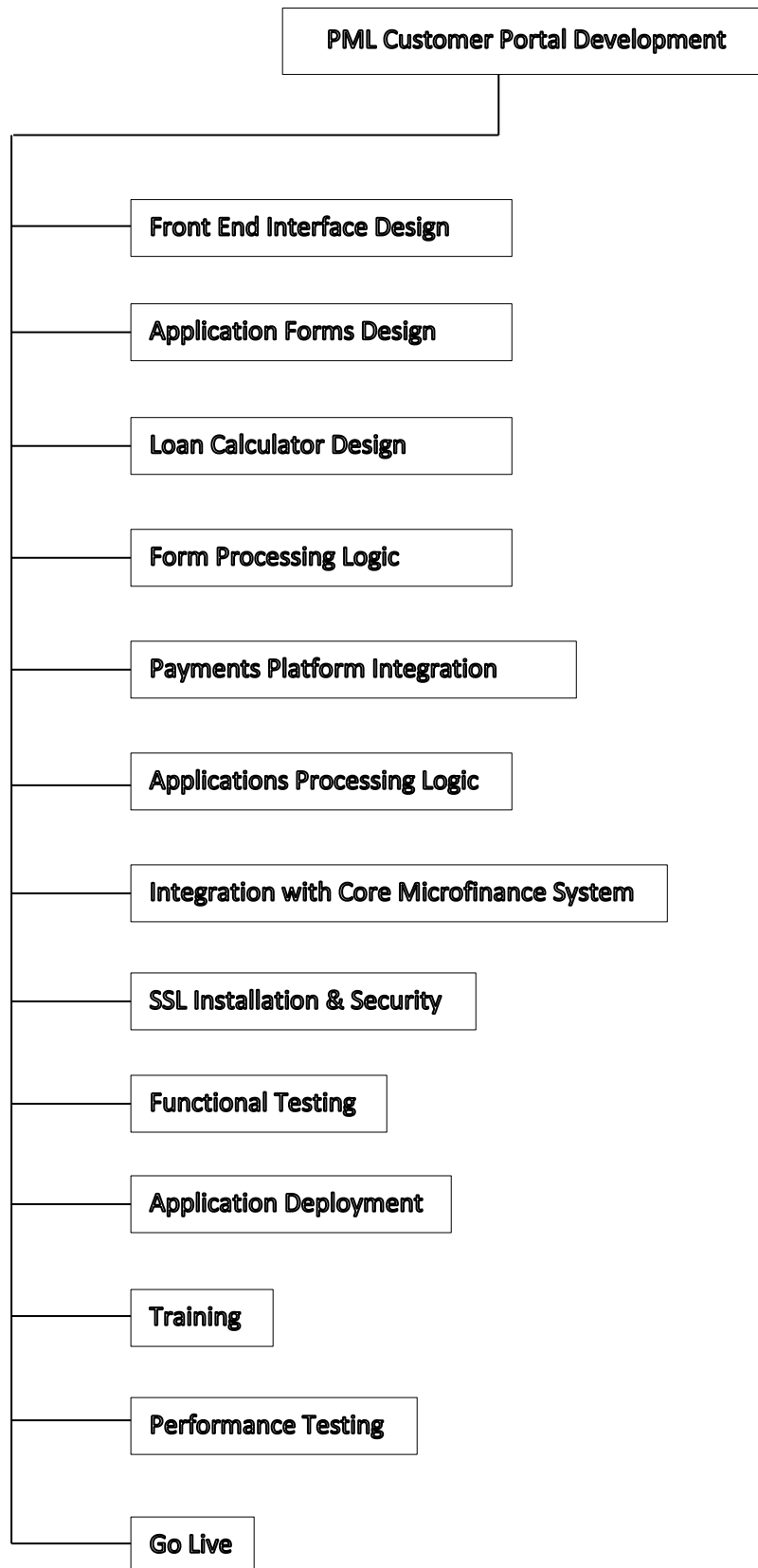
6.4. *Loan Repayment Platform/Module*

This module will enable clients' service their loans online without visiting PML offices. The payment platform that will go a long way in adding value to customers and enhance operational improvement to PML business processes. Integration to different payment platforms will be implemented in order to give customers different options to settle their payments to clear their loan balances. Payments via Ecocash, Onemoney, ZimSwitch etc will be activated so that payments can be processed in real time and generate statements to customers with reduced loan balances.

7. Project Modules



8. Project Structure



9. Project Schedule

Task to Complete	Description	Time (Days)
Front End Interface Design	<i>Designing the front end template, styles, fonts and mobile compatibility</i>	7
Application Forms Design	<i>Designing the customer input forms for loan applications</i>	5
Loan Calculator Design	<i>Developing the functional logic to calculate payments given loan amount</i>	3
Form Processing Logic	<i>Submitting form logic, validations and storing data in the database for processing</i>	5
Payments Platform Integration	<i>Developing an interface to integrate with different payment gateways to process payments online in real time</i>	5
Application Processing Logic	<i>Defining the logic for processing submitted loans. Approval and Rejection criteria and processing of approved loans</i>	5
Integration with Core Microfinance System	<i>Designing an interface to handle and submit approved loan, payments loans and queries into the Core microfinance Management System</i>	10
Total Development Time		40
SSL installation & Security	<i>Implementing a secure socket to protect customer information processed via web portal</i>	1
Functional Testing	<i>Perform tests to make sure all components are working as required, calculations, validation logic, data submission and storage</i>	5
Application Deployment	<i>Setting up the final product online</i>	2
Training	<i>Train loan officers how to process loans online, approving and disapproving loans</i>	2
Performance Testing	<i>Conduct performance tests to make sure the web portal is performing as required. Tests are performed on different browsers, devices and environments to make sure the portal is fast, user friendly and easy to use</i>	5
Go Live	<i>Publish the Web Portal online for visitors to view</i>	1
Sign Offs	<i>Signoff documents – project completion, SLA contracts for maintenance and support</i>	1
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The Project will take 40 days to complete development of web based customer portal and all its modules, including integrations with third party applications. Including implementation, testing and trainings the whole project will take up to 57-60 Days to complete.

10. Project Costs

Description	Cost (USD)
Initial Project Costs	
<i>Front End Interface Development</i>	1300.00
<i>Backend Administrative Portal Development</i>	800.00
<i>Integration with Core Microfinance System</i>	450.00
<i>Integration with Payment Gateways</i>	300.00
<i>Web Portal Hosting</i>	150.00
<i>Wildcard SSL Certificate</i>	180.00
<i>Application Deployment</i>	150.00
<i>Training</i>	50.00
<i>Total Project Costs</i>	3330.00
Ongoing Project Costs	
<i>Web Portal Hosting Renewal (annually)</i>	150.00
<i>SSL Certificate Renewal (annually)</i>	180.00
<i>System Maintenance & Support – SLA Fees (monthly)</i>	150.00

10.1. Payment Terms

25% of the initial Project Cost to be paid as commitment fee to start development

The remaining 75%, amount to be paid over 12 months from the 3rd month after project commissioning.

Dapsoft will raise an invoice on the 30th of every month for the remaining balance over 12 months and invoices will be due on the 7th of the next month

11. Project Scope & Assumptions

- ☞ PML currently owns a website
- ☞ Dapsoft will integrate the customer portal onto the existing website
- ☞ Website improvements and engagements will only be attended to once the customer portal is complete at an additional cost
- ☞ Dapsoft assumes total and complete corporation from the existing PML website developers when integrating the 2 components
- ☞ Dapsoft will do a seamless integration between the customer portal and the existing Core Microfinance System
- ☞ Dapsoft will recommend and integrate with payment gateways approved by PML
- ☞ PML will provide Dapsoft with all documents and templates required to complete the loan application form

- ☞ PML will document all formulas for use in-order to come up with a standard loan calculator which adhere to financial guidelines and regulations
- ☞ PML will meet its financial obligations as defined on the payment terms without defaulting. Communication is required whenever delays in making payments are inevitable
- ☞ Dapsoft Solutions to develop and deliver the solution as defined above in Section 6. and Section 8. of this document.
- ☞ Dapsoft to deliver all tasks timely and effectively
- ☞ Assuming delays and other factors, the project should **not exceed** 90 days.