SERVICE GUIDE

Bring the product. Build the business.

Launch your store with a one-time setup. Choose ongoing support for advertising, growth or the daily running of your ecommerce business.

ONE-TIME PROJECT FEES

01 / Launch Ready

- **Essential - ₹75,000:** Shopify storefront, payments, shipping, transactional emails and measurement.
- **Plus - ₹1,00,000:** Everything in Essential, with a larger catalogue, a landing page and launch ad creatives.
- **Complete - ₹1,50,000:** Everything in Plus, with Amazon onboarding and WhatsApp, email and PushOwl automation setup.

ONGOING SERVICE FEES

02 / Monthly operating plans

- **Advertising - ₹75,000/month:** Meta and Google advertising strategy, campaign management, creative production and reporting.
- **Growth - ₹1,25,000/month:** Everything in Advertising, with more creatives, a landing page and one retention channel.
- **Full Team - ₹2,00,000/month:** Everything in Growth, with all three retention channels, Amazon management, store improvements, shipping coordination and customer support.

One brand. One coordinated team. Clear deliverables.
All fees exclude applicable taxes and third-party costs.

01 / LAUNCH READY

Choose your launch setup.

Every tier includes the essentials needed to accept an order, collect payment, coordinate shipping and measure customer activity.

One-time scope	Essential ₹75,000	Plus ₹1,00,000	Complete ₹1,50,000
Shopify product setup	Up to 5	Up to 10	Up to 10
Storefront, domain and sender email	Included	Included	Included
Payment + shipping integration	1 of each	1 of each	1 of each
Transactional order emails	Included	Included	Included
Meta + Google tracking	Included	Included	Included
Design revision rounds	1	2	2
Additional landing page	-	1	1
Static creatives + video edits	-	8 + 4	8 + 4
Amazon onboarding + listings	-	-	Up to 10 listings
WhatsApp automation setup	-	-	3 flows / 9 messages
Email automation setup	-	-	6 flows / 18 emails
PushOwl automation setup	-	-	3 automations
Testing, handover and defect fixes	14 days of fixes	14 days of fixes	14 days of fixes

LAUNCH / ESSENTIAL / ₹75,000 ONE TIME

The foundation, fully connected.

Included in all three launch packages. Each task below contributes to the same working store; it is part of the package fee.

Storefront & catalogue

- Kickoff to confirm product range, customer journey and required access.
- Shopify theme configuration using your brand colours, typography and supplied assets.
- Home, product, About and Contact pages; collection structure and navigation.
- Product information, prices, images and variants loaded within your tier limit.
- Mobile layout checks, product-page purchase actions and cart checks.
- Domain connection and authenticated sender-email configuration.

Payments & delivery

- One payment gateway connected using your approved account.
- Prepaid checkout configured; COD enabled if required and supported.
- One shipping provider connected to the store.
- Pickup location, shipping rates and serviceability settings configured.
- Order-to-shipping connection and customer tracking links checked.
- Tax and invoice settings configured from your approved business details.

Customer communication & tracking

- Branding and configuration of order-confirmation notifications.
- Shipping/tracking, cancellation and refund notifications configured.
- Client-approved shipping, return, privacy and terms pages published.
- Support email and contact details placed on relevant store pages.
- Meta tracking, GA4 and Google Ads conversion tracking configured.
- Key product, cart, checkout and purchase events checked where supported.

Testing & handover

- Checkout and payment test, using a supported test method.
- Shipping rules, inventory behaviour and email notifications checked.
- Mobile and desktop review; agreed defects corrected before handover.
- One consolidated design revision round; two in Plus and Complete.
- Walkthrough of orders, refunds and routine catalogue updates.
- 14 days of fixes for delivered functionality after handover.

LAUNCH / PLUS / ₹1,00,000 ONE TIME

A store with launch assets.

Everything in Essential, plus the assets to direct traffic to a focused offer. Complete includes all of these deliverables too.

A larger launch catalogue

- Product setup increases from 5 to up to 10 products.
- Product images, pricing and approved descriptions entered.
- Variant structure and collection placement configured within agreed limits.
- Two consolidated design revision rounds across the launch project.
- The full payment, shipping, email, tracking and handover foundation stays included.

One additional landing page

- One campaign or offer brief agreed with your team.
- Page structure, messaging and copy drafted from approved product information.
- Mobile-friendly design built into your Shopify store.
- Product benefits, proof supplied by you, FAQs and purchase actions arranged.
- Tracking and purchase-path checks completed before handover.

Eight static ad creatives

- Creative angles and core messages aligned to the launch offer.
- Eight static ad designs using supplied brand and product assets.
- Headlines, offer presentation and calls to action included.
- Placement-ready exports in agreed sizes.
- Final assets supplied for use when advertising begins.

Four simple video edits

- Four short ad edits created from client-supplied footage.
- Footage selection, trimming and sequencing.
- Opening hook, text overlays and captions where required.
- Branding, product messaging and closing call to action.
- Exports in the agreed placement format; filming and original production are separate.

Launch assets are delivered ready for use. Meta and Google campaign creation and ongoing management belong to a monthly plan.

LAUNCH / COMPLETE / ₹1,50,000 ONE TIME

Your complete launch setup.

Everything in Plus, with marketplace onboarding and connected customer automations. One combined setup fee of ₹1.5 lakh.

Amazon onboarding

- Seller onboarding checklist and guidance on required business documents.
- Account configuration using your approved business and fulfilment details.
- Up to 10 product listings created from supplied content and images.
- Titles, bullets, descriptions, attributes and pricing entered.
- Available listing status checked; routine onboarding issues coordinated.
- Account activation and category/listing approvals remain Amazon decisions.

WhatsApp / 3 flows

- Supported WhatsApp platform connected to the store.
- Three agreed automated journeys, with up to 9 messages total.
- Message copy, timing and trigger conditions configured.
- Template submission and approval-status checks where required.
- Consent and opt-out handling configured using available platform controls.
- Example journeys: welcome, abandoned checkout and post-purchase follow-up.

Email / 6 flows

- Supported email platform, such as Brevo, connected to the store.
- Six agreed automated journeys, with up to 18 emails total.
- Branded templates, subject lines, copy and calls to action.
- Audience segments, entry conditions, timing and exit rules configured.
- Test emails and supported event-trigger checks.
- Possible journeys: welcome, abandonment, post-purchase, review, cross-sell and win-back.

PushOwl / 3 automations

- PushOwl installation and supported store connection.
- Subscriber capture prompt configured and branded.
- Three agreed push automations configured.
- Notification copy, destinations and timing set.
- Delivery/trigger checks where platform testing is available.
- Examples may include abandonment, back-in-stock or price-drop alerts, if supported.

Journey examples are alternatives, not additional inclusions. Final triggers depend on the chosen app plan, available events and customer consent.

02 / MONTHLY SERVICES

Choose how much we handle.

Monthly service begins with an operational store and suitable accounts. Setup gaps are identified and quoted separately before work starts.

Monthly scope	Advertising ₹75,000	Growth ₹1,25,000	Full Team ₹2,00,000
Meta + Google strategy and management	Included	Included	Included
Static ad creatives / month	8	12	20
Video edits / month	4	6	10
New landing pages / month	Add-on	1	2
Website work	Tracking fixes	Landing-page improvements	Store improvements, offers and bundles
Retention channels	Add-on	Choose 1	WhatsApp + email + push
New or improved flows / month	Add-on	1	3 across channels
Amazon catalogue and ads management	Add-on	Add-on	Included
Shipping, NDR and returns coordination	-	-	Included
WhatsApp + email customer support	-	-	Included
Scheduled business review	Monthly	Fortnightly	Weekly
Coordination	Advertising contact	Growth contact	Accountable operations lead

MONTHLY / ADVERTISING / ₹75,000

Your advertising function.

A defined monthly cycle of strategy, creative production, campaign execution and improvement. Included in Growth and Full Team.

Strategy & measurement

- Kickoff review of products, offer, customers and current account performance.
- Monthly advertising priorities and testing plan.
- Budget allocation recommendations across Meta and Google.
- Audience, keyword and campaign-structure planning as appropriate.
- Conversion tracking review and fixes within the existing supported setup.
- Campaign links and naming organised for consistent reporting.

Campaign execution

- Meta and Google campaign creation in the agreed accounts.
- Audience, placement, keyword and exclusion settings as applicable.
- Ad copy, supplied destinations and approved creative assets uploaded.
- Campaign launch checks against approved budgets.
- Ongoing performance checks, budget pacing and optimisation.
- Creative, audience and search-term changes based on available evidence.

Monthly creative production

- 8 static ad creatives and 4 simple video edits each month.
- Hooks, headlines and calls to action aligned to the testing plan.
- Design using your approved brand and product assets.
- Video cutting, sequencing, captions and text overlays from supplied footage.
- Agreed placement exports and asset organisation.
- Creative learning fed into the next production brief.

Reporting & accountability

- Monthly performance report and scheduled review.
- Spend, attributed orders/revenue, CPA and ROAS where data is available.
- Tracking or attribution gaps identified in the report.
- Summary of tests, changes and observed results.
- Next-month recommendations and approval priorities.
- One advertising point of contact for coordination.

Campaign types and active campaign volumes are agreed at kickoff. Ad spend is paid by you directly to the platforms and is separate from the service fee.

MONTHLY / GROWTH / ₹1,25,000

More ways to convert and retain.

Everything in Advertising, with greater creative output, landing-page execution and one selected retention channel.

More creative testing capacity

- 12 static creatives per month in total: 4 more than Advertising.
- 6 video edits per month in total: 2 more than Advertising.
- Creative briefs aligned to current offers and campaign learnings.
- Messaging variations for different customer needs or objections.
- Advertising strategy, campaign management and reporting remain included.

One new landing page each month

- One focused product, campaign or offer page.
- Copy and design based on approved product information.
- Shopify implementation and mobile checks.
- Purchase actions, destinations and event tracking verified.
- Prioritised improvements to agreed landing pages based on observed behaviour.

One retention channel

- Choose WhatsApp, email or push for ongoing management.
- Monthly channel calendar aligned to your offers and stock availability.
- Audience segments and campaign copy prepared.
- Agreed broadcasts or campaigns configured, tested and scheduled.
- Performance review and audience/opt-out hygiene using platform controls.
- Campaign/send volume fixed in the statement of work before kickoff.

Automation & growth reviews

- One new or improved flow each month on the selected channel.
- Flow copy, timing, trigger and exit-rule changes within agreed complexity.
- Monitoring of the agreed existing flows on that channel.
- Fortnightly growth review covering acquisition, conversion and retention.
- One growth point of contact and an agreed delivery calendar.

Quantities are total monthly allocations, not additions to the lower tier. A new flow is an agreed customer journey; message counts are fixed before production.

MONTHLY / FULL TEAM / ₹2,00,000

Your ecommerce operating team.

Everything in Growth, with more production capacity, all three retention channels, Amazon management and daily operational coordination.

Higher creative & page capacity

- 20 static creatives each month: 8 more than Growth.
- 10 video edits each month: 4 more than Growth.
- 2 new landing pages each month: 1 more than Growth.
- Creative and page briefs aligned to the same offer calendar.
- Meta and Google campaign strategy, creation, management and reporting.

Three coordinated retention channels

- WhatsApp, email and push managed under one calendar.
- Channel-specific copy, templates and audience selection.
- Agreed campaigns tested and scheduled across the three channels.
- 3 new or improved flows per month, total across channels.
- Monitoring and refinement of agreed existing automations.
- Campaign volumes and flow complexity agreed before kickoff.

Store improvements & merchandising

- Prioritised store improvement backlog maintained.
- Approved product content, banners and merchandising updates.
- Offer, discount and bundle implementation using supported store features.
- Product/collection arrangement aligned to active promotions.
- Purchase-path and tracking checks after relevant changes.
- Monthly implementation volume agreed; custom development separately scoped.

Amazon management

- Ongoing catalogue checks and agreed listing-content updates.
- Pricing and stock-information coordination with your team.
- Routine listing issues and account notifications reviewed.
- Support cases raised and tracked for agreed account issues.
- Amazon advertising setup, budget pacing and optimisation.
- Marketplace reporting included in the weekly business review.

Amazon ad spend is separate. Listing volume, marketplaces and advertising scope are agreed in advance. Initial seller onboarding is a launch/setup service.

FULL TEAM / OPERATIONS INCLUDED

One team behind the daily work.

Full Team also includes the operational responsibilities below. Coverage is during agreed working hours, with volume limits set before service starts.

Shipping & NDR coordination

- Daily review of agreed order and shipment-status queues.
- Pending dispatch, pickup and shipment exceptions flagged.
- Non-delivery reports reviewed and follow-up coordinated.
- Customer address or delivery clarifications requested where needed.
- Reattempt requests and courier escalation follow-ups.
- Delivery blockers recorded for the business review.

Customer support

- WhatsApp and email support during agreed working hours.
- Order-status, tracking and routine product questions answered.
- Approved FAQ and response templates maintained.
- Address-change and cancellation requests coordinated before relevant cutoffs.
- Customer issues logged, followed up and escalated when needed.
- Cases needing founder approval routed with a recommended next action.

Returns & resolution

- Return and replacement requests checked against your approved policy.
- Return-pickup and replacement coordination with the relevant partners.
- Refund-status follow-up; approvals remain with your authorised team.
- Returned or damaged-order issues escalated for resolution.
- Recurring complaint and fulfilment patterns summarised.
- Warehouse packing, physical dispatch and courier transport remain with fulfilment partners.

Accountable coordination

- One operations lead coordinating the Tiqsee functions on your account.
- Shared priorities covering ads, store, retention and fulfilment.
- Weekly business review with decisions, owners and next actions.
- Sales and marketing results reviewed alongside operational issues.
- Stock, offer and service risks raised for founder decisions.
- Shared specialist team; this package does not promise exclusive full-time employees.

Support covers WhatsApp and email. Phone support, 24/7 coverage and unlimited order or ticket volumes are not included. Final limits are written into your service scope.

WORKING TOGETHER

Clear scope. Visible progress.

The brochure explains the offer. A written statement of work confirms the delivery schedule, allowances and responsibilities for your business.

Before we begin

- Confirm the chosen launch and/or monthly package.
- Agree catalogue/variant limits, platforms, accounts and integrations.
- Set project milestones, approval dates and revision allowances.
- For monthly work: confirm campaign/send volumes, flow message counts and store-task allowances.
- For Full Team: confirm order, ticket and Amazon listing limits, coverage hours and escalation rules.
- Record the fee, payment schedule, start date and cancellation terms in writing.

What your team provides

- Approved logo, brand assets, product details, photographs and video footage.
- Business/KYC documents and required platform approvals.
- Account access and a named person for timely approvals.
- Stock, pricing, offers and fulfilment information.
- Approved policies and accurate tax/invoicing instructions.
- Authority for budgets, refunds, exceptions and business decisions remains with you.

How deliverables are counted

- Tier quantities are totals; higher tiers replace lower-tier allowances.
- One product means one catalogue entry; variant limits are agreed separately.
- One landing page means one agreed page/offer, not a store rebuild.
- One creative is one agreed design or edit; exports are not new concepts.
- One flow is one customer journey, with its message count agreed before work.
- A revision round is one consolidated feedback batch within the agreed brief.

Separate costs & services

- Applicable taxes, ad spend and marketplace advertising budgets.
- Domain, Shopify, paid themes/apps, messaging/email credits and paid assets.
- Gateway fees, shipping, marketplace fees and fulfilment costs.
- Original photography, filming, influencer sourcing and custom development.
- Organic social media posting/community management and legal or tax advice.
- New scope or volumes above the agreed allowance are quoted before work.

Existing systems are reviewed before monthly work; missing setup is separately scoped. No specific sales, ROAS, approval or delivery outcome is guaranteed. Launch setup and ongoing management are charged separately.