Business Partnership Proposal
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Introduction

Dear Mall / Store / Supermarket Owner,

We are reaching out to explore a potential partnership between your mall/supermarket and iTFreak Lab, a leading website and app development firm. In today's fast-paced digital world, consumers expect the convenience of online shopping. By setting up an online store for your supermarket/mall, you can expand your reach, increase sales, and offer seamless delivery services nationwide.

Proposal Summary

We propose to help your mall/supermarket establish a fully functional online store under your brand name, allowing customers to browse and purchase products with ease. Our partnership model is designed to be low-risk and highly beneficial for you:

- **Setup Fee:** A small one-time fee for store creation and initial training.
- **Training:** We will train your staff on how to publish and manage products.
- **Technical Support:** iTFreak Lab will handle the technical aspects, ensuring smooth operation at no extra cost.
- **Transaction-Based Earnings:** Instead of charging a maintenance or update fee, we earn a **4% transaction fee** on each sale, which will be integrated into the checkout page for customers to see as a transaction fee.
- **Direct Payments:** All payments go directly to your account, ensuring full financial control.

Benefits of an Online Store for Your Supermarket/Mall

- **Increased Revenue:** Sell to customers beyond your physical location, reaching a nationwide audience.
- **24/7 Availability:** Customers can shop at their convenience, increasing sales opportunities.
- **Seamless Delivery Integration:** Offer flexible delivery options, including post office delivery, bus station pickups, and dispatch rider services. Your staff will be fully trained

to manage these processes effortlessly—from order confirmation to coordinating deliveries—ensuring a smooth and reliable experience for your customers.

- **Brand Growth & Visibility:** Strengthen your supermarket/mall's digital presence and compete effectively in the online marketplace.
- **Cost-Effective Solution:** No need for expensive IT management—our team handles everything for you.

How It Works

1. **Consultation & Setup:** We discuss your needs, set up the online store, and integrate payment options.
2. **Training:** Your staff learns how to manage product listings and process orders.
3. **Launch & Marketing:** The store goes live, and we provide initial marketing tips to drive traffic.
4. **Ongoing Support:** We ensure everything runs smoothly while you focus on serving your customers.

Full Benefits of Partnering with iTFreak Lab

- **One-time payment of $500 USD or 5,000 Ghana Cedi:** Covers **4 years** of domain registration and server hosting. Your next renewal will only be required after 4 years—a cost-effective solution for long-term online presence.
- **Mobile-friendly online store:** Your store will be fully responsive, allowing customers to shop seamlessly from any device—desktop, laptop, or mobile. This is powered by **Progressive Web App (PWA) technology**, eliminating the need for expensive mobile app development. View examples of our work: www.cosmeticgh.com, www.bfbooks.xyz, all built by iTFreak Lab.
- **Discount and coupon vouchers:** Attract and retain customers by offering promotional coupons or discount vouchers.
- **Credit vouchers:** Enable customers to purchase credit vouchers for online transactions.
- **Online wallet system:** Customers can store funds in their online wallet for future purchases, encouraging repeat sales.
- **Reward points program:** Boost customer loyalty by offering reward points that can be redeemed for discounts or special offers.
- **Automated order and payment processing:** Enjoy full automation with secure payment gateway integrations like **Flutterwave and Paystack**. Payments are processed directly to your bank account or mobile money wallet.
- **Real-time alerts:** Receive instant notifications the moment an order is placed or a payment is made—keeping you informed at all times.
- **Free training and guidelines:** We provide step-by-step training for your team on how to list products and manage your online store efficiently.

- **Progressive Web App (PWA) support:** Skip the high cost of mobile app development. With **PWA**, customers can add your online store to their mobile home screen directly from their browser—offering an app-like experience without extra investment.

Why Choose iTFreak Lab?

Going digital doesn't have to be expensive. We leverage **WordPress GPL open-source technology** to deliver powerful, customizable online stores at a fraction of the cost. Don't get swayed by the high prices of other IT companies—iTFreak Lab brings you **affordable, reliable, and innovative digital solutions**.

Let's build your online presence today!

Next Steps

We look forward to hearing from you! Visit our website **itfreak.net** and navigate to the **partnership page** for guidelines. Alternatively, sign up on our platform, log in to the **client dashboard**, and click on the **partnership** section. Scroll down, fill out, and submit the form to get started. You may also contact us directly for further assistance.

Best regards,
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