

Scope of Work

BareboatGear.com

Introduction

Bareboat Gear© e-commerce site has been developed to target the bareboat charter market, providing products necessary for the successful sailing or power boat rental and charter. Suppliers may bid on one or all of the following deployment areas. Quotes should include cost per hour, estimated hours, capabilities and examples of work completed.

Scope of Work

The scope of work required for this project is broken into the following key deployment areas:

1. **Site Development**, which will include layout, graphics, functionality across devices, ease-of-use, security and scalability.
2. **Content Development**, which includes analysis of market, key product selection, product naming conventions, graphic interfaces and pricing strategies
3. **Business Support**, includes defined shipping procedures, updates to legalese; terms and conditions, returns, warranties. Pricing strategies, margins, payments.
4. **Continued Support**, support ongoing sales and products, update ongoing weekly marketing material and ensure no material shortages.

Site Development

Current layout is built on a Shopify platform. The following needs to be improved on this platform

1. Review and improve functionality
2. Review and improve look and feel. Maybe different template or customized. Need suggestions with a minimum of three (3) mockups for review and discussion.
3. Update shipping information. Site will only carry products that have a maximum of (2) two day ship to USA.
4. Integrate Amazon Affiliate products to the site with 2 day ship
5. Shipping information to be displayed prior to final checkout
6. If free shipping, needs to be clearly identified prior to checkout and also during checkout procedure
7. Request customer email for automated ship updates (Not a forced field)
8. Ability to easily add branded products and logos to footer for weekly and monthly specials
9. Legalese templates to be included so team can update as necessary

Scope of Work

BareboatGear.com

Content Development

1. Complete analysis of current product listings. Goal is to identify potential fast moving products based on current lists.
2. Analysis of other products to determine fast moving products in the identified specific market segments. The key market product segments are:
 - a. Cruising Wear
 - b. Drybags & Luggage
 - c. Snorkel & Scuba
 - d. Fish & Spear
 - e. Boat Accessories
 - f. Skippers Gear
3. Find alternative quick ship/drop ship products and partners to provide these products
4. Develop clear and concise product descriptions (Use Amazon descriptions as baseline)
5. Develop a list of USA based product providers and dropshippers and integrate to the site
6. Develop branded products for sale (SailElite, Rusty Pete, Free Divers, etc)
7. Search and find/partner with top branded products to sell (Helly Hanson, Gill, Musto, etc)

Business Support

1. Work with sales and legal team to develop and integrate the necessary legal policies and procedures required to operate the site. The procedures include, but not limited to:
 - a. defined shipping procedures
 - b. terms and conditions
 - c. returns
 - d. warranties
 - e. Pricing strategies and margins
 - f. payments

Continued Site Support

1. **Marketing** – assist with development of ongoing weekly marketing material,
2. **Sales** - follow sales trends and advise on new products to be added
3. **Products** – monitor sales and ensure product availability
4. **Content** – work with content providers to ensure content is delivered and updated ontime

Please share responses to byromp@gmail.com or via Upwork Communications. The subject line should contain the note - "BareboatGear".

Thanks
Rusty Pete