Greenfield Digital
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PROJECT PROPOSAL

E-Commerce Platform Migration

Moving Oakridge Outdoor to a faster, scalable online store

PREPARED FOR
Rachel Kim
Oakridge Outdoor Co.

PREPARED BY
Tom Alvarez
Greenfield Digital

PROPOSAL DATE
October 12, 2026

ESTIMATED START
November 9, 2026
Duration: 14 weeks

ESTIMATED BUDGET
USD 96,580.00

REFERENCE
GD-P-0217

01 Project Overview

Oakridge Outdoor runs its online store on a legacy platform that is slow, hard to update and expensive to maintain. This project migrates the catalog, customers and order history to a modern commerce platform, with a refreshed storefront and integrations to the warehouse and accounting systems.

START DATE	DURATION	BUDGET	PROJECT LEAD
November 9, 2026	14 weeks	USD 96,580.00	Tom Alvarez

02 Objectives

- ✓ Cut page load times in half on mobile
- ✓ Migrate 4,800 products and 62,000 customer accounts with no data loss
- ✓ Connect orders to the warehouse system in real time
- ✓ Launch before the holiday season

03 Scope of Work

In scope

- ✓ Storefront design and build
- ✓ Data migration and validation
- ✓ Warehouse and accounting integrations
- ✓ Staff training and launch support

Out of scope

- – Product photography
- – Paid advertising campaigns
- – Marketplace listings (Amazon, eBay)

04 Timeline & Milestones

PHASE	DELIVERABLES	START	END
Discovery	Requirements, data audit and migration plan	Nov 9, 2026	Nov 20, 2026
Design	Storefront design system and key page templates	Nov 23, 2026	Dec 11, 2026
Build & migrate	Platform setup, integrations and data migration	Dec 14, 2026	Jan 29, 2027
Launch	Testing, go-live and two weeks of hypercare	Feb 1, 2027	Feb 12, 2027

05 Budget

The budget below is based on the estimated effort for each workstream. All amounts are in USD.

WORKSTREAM	HOURS	RATE	COST
Discovery & planning	60	140.00	**8,400.00**
UX & visual design	120	125.00	**15,000.00**
Development & integrations	340	135.00	**45,900.00**
Data migration	90	120.00	**10,800.00**
QA, launch & training	70	110.00	**7,700.00**

Subtotal	**87,800.00**
Contingency (10%)	**8,780.00**
Total budget (USD)	**96,580.00**

Payment schedule

MILESTONE	SHARE	AMOUNT
Contract signature	30%	**28,974.00**
Design approval	30%	**28,974.00**
Go-live	40%	**38,632.00**

06 Project Team

Tom Alvarez Delivery Director	Overall delivery, budget and stakeholder communication.
Nina Petrova Lead Designer	Storefront design system, UX research and design reviews.
Sam Okafor Technical Lead	Platform architecture, integrations and data migration.

07 Assumptions

- ✓ Oakridge provides access to the current platform and data exports within one week of kickoff
- ✓ Product content is migrated as is, without rewriting
- ✓ Feedback on each deliverable is provided within five business days

CHANGE REQUESTS

Requests outside the agreed scope are estimated in writing and only started after your approval. Approved changes may affect the timeline and budget.

08 Approval

Signing below confirms approval of the scope, timeline and budget described in this proposal.

FOR GREENFIELD DIGITAL

Tom Alvarez
Delivery Director

Date: _____

FOR OAKRIDGE OUTDOOR CO.

Rachel Kim
Chief Operating Officer

Date: _____