**Project Proposal: Online Clothing Store**

**a. Why this topic was chosen (project relevance)**

**We chose the topic of creating an online clothing store because the modern market is actively transitioning to a digital environment. This is particularly relevant for Kazakhstan, where the share of online sales is growing every year. Our goal is to create a convenient, stylish, and accessible platform for purchasing clothing, providing users with a comfortable shopping experience. This topic was also selected due to the opportunity to offer unique solutions that will differentiate our store from competitors.**

**b. Similar projects in Kazakhstan and to which extent your app can be competitive against these projects (analysis of competitors)**

**The Kazakhstani market already features several well-known online clothing stores, such as Lamoda.kz, Wildberries.kz, and Kolesa Bazaar.**

**- Lamoda.kz: Strengths – a wide range of products, strong brand recognition. Weaknesses – relatively long delivery times.**

**- Wildberries.kz: Attractive pricing but frequent complaints about service quality and a complicated return process.**

**- Kolesa Bazaar: A niche marketplace that does not always guarantee the quality of clothing.**

**How we can compete:**

**1. Localization: Offering products from Kazakhstani brands and manufacturers.**

**2. \*\*Fast delivery:\*\* Setting up warehouses in key cities to reduce delivery times.**

**3. \*\*Easy returns:\*\* A user-friendly interface and clear rules for returns and exchanges.**

**4. \*\*Personalization:\*\* Recommending products based on customer preferences.**

**#### \*\*c. Project auditory (know who your target is)\*\***

**Target audience:**

**1. \*\*Youth (18-30 years):\*\* Looking for stylish and affordable clothing.**

**2. \*\*Busy professionals (25-45 years):\*\* Value convenience and time-saving.**

**3. \*\*Families:\*\* Parents seeking quality clothing for their children and themselves.**

**4. \*\*Local brands:\*\* Potential partners looking to expand their online presence.**

**We focus on creating a user-friendly and intuitive interface for all age groups.**

**#### \*\*d. Project features (eye-catching functionality/design ideas of your project)\*\***

**1. \*\*Design:\*\***

**- Modern and minimalist interface.**

**- Themed collections: "Winter 2024," "Casual Wear," "For Office."**

**- Dark and light theme options.**

**2. \*\*Functionality:\*\***

**- \*\*Virtual fitting room:\*\* Using AI to visualize how clothes will look on the user.**

**- \*\*Filters and recommendations:\*\* Sorting by size, color, brand, and rating.**

**- \*\*Social media integration:\*\* Easy login via Google, Instagram accounts.**

**3. \*\*Services:\*\***

**- Local delivery within 1-3 days.**

**- Ongoing promotions: "2 for the price of 1," "Seasonal discounts."**

**- Loyalty program: Accumulated bonus points for purchases.**

**4. \*\*Mobile version:\*\***

**- iOS and Android app with push notifications for discounts and new arrivals.**

**#### \*\*Conclusion\*\***

**The project aims to create a competitive online clothing store with a focus on the unique features of Kazakhstan. We strive not only to meet user needs but also to inspire them to make repeat purchases by offering a unique user experience.**