

----- Day7 -----

Hekto: Your go to furniture shop

Overview:

This is the final day of the launch of a fully functional marketplace, “HEKTO”. This marketplace provides a one-step functional platform for the customers to make their online experience phenomenal. Hekto is a scalable and secure platform where users can interact and buy the best quality furniture according to the latest trends and their requirements.

DAY 7: Key Outcomes:

1. I successfully deployed a fully functional marketplace to a live production environment.
2. Implemented best practices for production deployment, including security, monitoring, and disaster recovery (DR) planning.
3. Understood the importance of post-launch activities such as branding, marketing, and investor partnerships.

Go Live Practices Overview:

1. Production Deployment:

a- Environment Setup:

I configured all the environment variables successfully in the env.local file.

b- Secure Hosting:

I have used vercel which is a highly secured and scalable platform for my marketplace.

c-Codebase management:

- 1- Documented the entire deployment and post deployment process for future use
- 2-Hide all the sensitive data to prevent user privacy.

2. Penetration Testing and Security:

a- Data Encryption:

I have successfully encrypted all the sensitive data to prevent any sort of security hazards. I have also hidden the project Id and the token in my code and I have fetched it from the .env.local file.

b- User Management:

I have built a seamless login and signup form for prior user management purposes. And to prevent any sorts of mismanagement on the websites.

3. Disaster Recovery (DR) Planning:

a-Backup Strategy:

For backup strategy I have pre-saved the data to prevent any loss.

b-DR Environment:

1-Developed a DR plan to recover in case of any sort of data loss.

2- Tested the DR environment to prevent any sort of vulnerabilities and ensured readability.

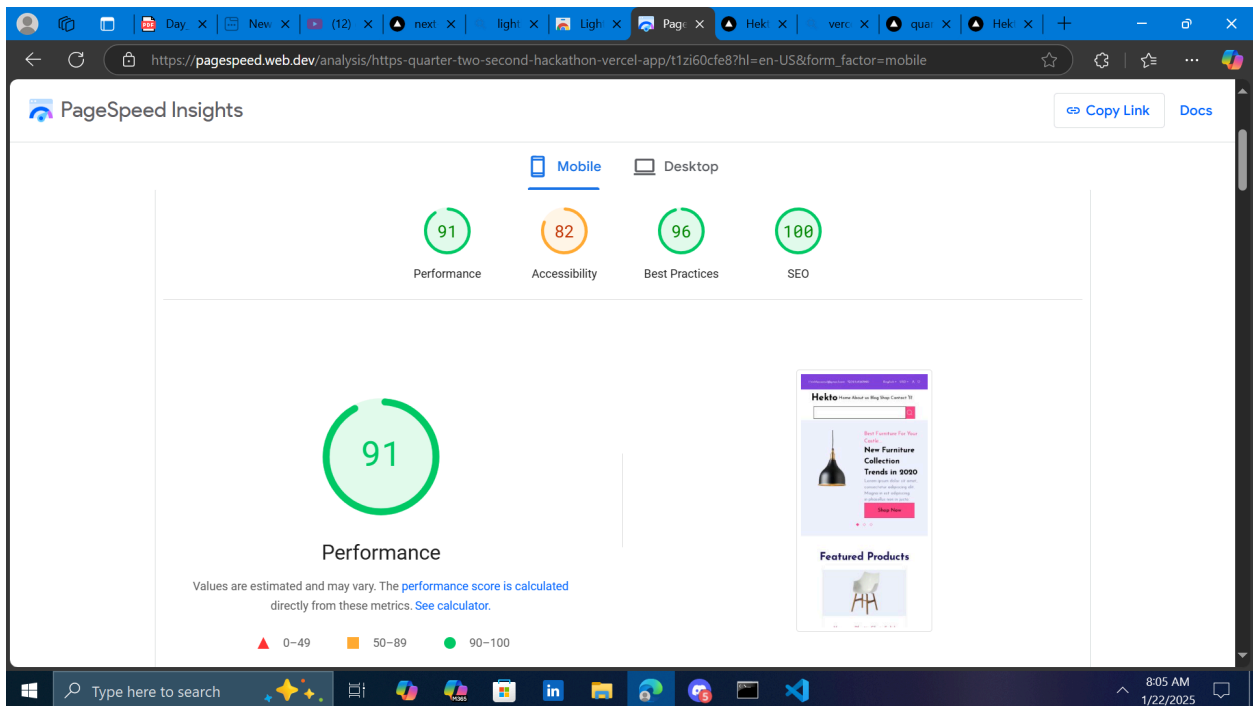
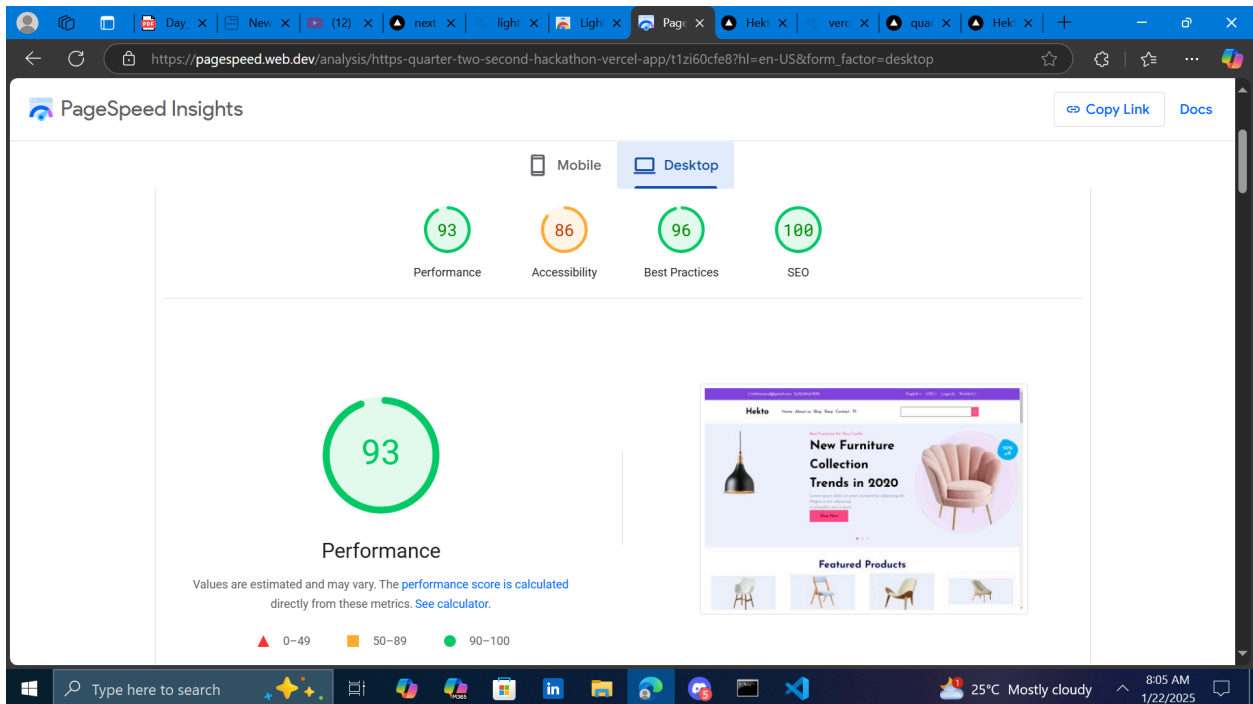
4. Monitoring and Maintenance

a-Monitoring Tools:

Integrated tools like Google Analytics, Sentry, and Pingdom for real-time monitoring and issue tracking.

b- Performance Optimization:

I have checked the website's performance on both mobile phones and Desktop using tools like Lighthouse. Here is a visualization of the website's performance and SEO optimization



c- Issue Management:

Maintain a detailed log of bugs and issues for continuous improvement and better user experience.

d- Scheduled Maintenance:

Planned downtime for updates and informed customers in advance for no inconveniences.

Post Go Live Practices:

1. Branding and Marketing:

a-Branding:

As branding is a necessary component I have used the following branding tactics:

1-As HEKTO is not just a website that sells furniture it is an emotion. I have designed a professional logo so that just by looking by the logo luxury and professionalism can be seen.

2-I have designed a sleek and professional design for the websites which reflects my brand.

b-Marketing:

1-For marketing I have optimized SEO and I have also put up paid ads on my website to make it more visible

2-I have posted about my marketplace on multiple social media platforms like Youtube, LinkedIn ,Instagram etc.

2-Investor Partnerships

a-Pitching to Investors:

Prepared a basic pitch deck for the investors showcasing HEKTOs market worth and scalability.

b-Contractional statement:

1-Mentioned all the details about shares ,equity ownership and further more details in the investors contract.

2- Ensured legal compliance for long term goals and to avoid any sort of mismanagement or lawsuit.

3. Inventory and Resource Management:

a-Inventory planning:

- 1- Collaborated with strong vendors to manage stock all times hence making better customer experience.
- 2- Automated checks for stock levels to maintain inventory and avoid any sort of inconveniences.

Business Pitch Deck:

1. Introduction:

Hekto:your go to furniture shop

Business idea:

As we see today in the market, customers still prefer window shopping when it comes to furniture. To change this behaviour my idea came into being. I took action on it and made it come to life Hence I created HEKTO.

Vision:

My vision at HEKTO is to bridge the gap between window shopping furniture and online furniture.

2. Problem Statement:

As we see today in the market, customers still prefer window shopping when it comes to furniture. This is the problem my marketplace aims to solve it aims to bring customers towards online furniture shopping like other goods.

3. Solution:

My marketplace solves the problem of getting amazing furniture on an online platform which can insure customer trust

4. Market Opportunity:

This has the potential to grow worldwide due to the concept.

As the prices are highly affordable and the products are good quality therefore there is high chance of growth

5. Product:

Hekto includes high quality products with the best affordable prices.

6. Business Model:

HEKTO identifies the need of a good online furniture selling store, as people still prefer to window shop furniture HEKTO bridges this gap and promotes online furniture selling

7. Marketing Strategy:

Outlined a dynamic marketing plan focused on customer engagement, long term retention etc.

8. Team:

Outlined team's key role in the project building, making HEKTO come to life and all other things they have contributed to.

9. Financial Projections:

Provided insightful projections related to expected revenue, operational costs and profitability.

10. Call to Action:

Clearly stated about financial, investment and strategic plans scaling the marketplace.

Gratitude:

My heart is full of gratitude at the end of this hackathon. A special thanks to all my mentors, my peers and teaching assistants for their tireless efforts in providing the best quality education. And helping me grow in this field more.

A special thanks to sir Ameen Alam for organizing this hackathon which was such an amazing learning and challenging experience. Sir Ameen, you have indeed prepared me for future challenges and gave me confidence that among all the people in this world I can make a difference. It is true that a good teacher is like a candle; it consumes itself to show others the way of light.