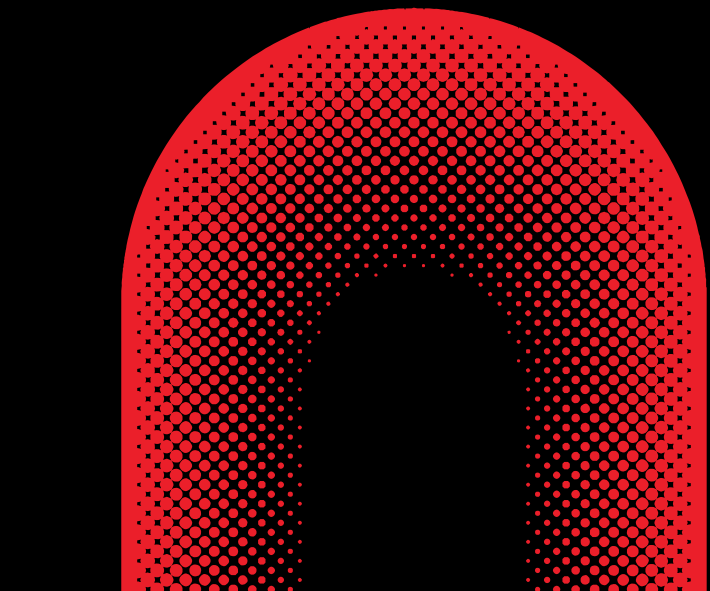GAMING
GEAR
AND
MORE

NOCATS

FOR PC ACCESSORIES

ABOUT THE PROJECT

NoCats is an online website that sells only original high quality PC accessories

We aim to help vendors to reach more customers while helping customers finding high quality products that they can feel safe and sure buying them

OUR OBJECTIVES

VALUE PROPOSITIONS

- Convenience.

- High-quality products.

- bigger audience.

CUSTOMER SEGMENTS

- People in need for PC accessories such as gamers, office employees and others

- Stores Owners who are looking for a bigger audience and expanding their sales

CHANNELS

- Social media
- Email marketing
- Influencer marketing
- Paid advertising

CUSTOMER RELATIONSHIPS

- Feedback and reviews
- Community building

REVENUE STREAMS

- Social media
- Email marketing
- Influencer marketing
- Paid advertising

KEY RESOURCES

- Marketing and advertising
- Vendors

KEY PARTNERS

- Payment processing providers
- Strategic alliances
- Vendors Owners

KEY ACTIVITIES

- Maintaining a user-friendly and informative website that provides detailed product information, high-quality images, and customer reviews.
- Developing and executing marketing campaigns to attract and retain customers, including social media marketing, email marketing, and content marketing,

COST
STRUCTURE

- Marketing and advertising
- maintaining the website

TECHNOLOGIES

FRONT END

- HTML
- CSS
- JAVASCRIPT
- BOOTSTRAP

BACK END

- C#
- ASP.NET MVC
- SQL SERVER