**A picture containing logo

Description automatically generated**

**School of Engineering Technology and Applied Science**

**ICET Department**

**Mobile Application Development Project**

**MAPD-726**

**Submitted to: Prof. Vinayagathas Vaithilingam**

**By: Group 1**

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# Elevator Pitch

|  |  |
| --- | --- |
| FOR | Online Shoppers |
| Target Customers |
| WHO | Desire an intuitive and efficient shopping experience |
| statement of need or opportunity |
| OUR PRODUCT IS A | Snapify E-commerce Platform IS A advanced online marketplace |
| Product category |
| THAT | Offers a streamlined and user-centric shopping journey |
| The product’s key benefit, compelling reason to buy it. |
| UNLIKE | Traditional e-commerce platforms |
| The product alternative |
| OUR PRODUCT | Integrates responsive design, efficient administration, and seamless API connections |
| describe what the product does, its key features. |