SINCE 2024

StrongApe

E-Commerce on Microsoft Azure

bananaCloulDev

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Client’s Profile

SINCE 2024

StrongApe

Strong Ape Apparel is a well-established brand in Singapore with a strong physical retail presence.

Client’s Profile

SINCE 2024
StrongApe

Limited market reach to in-store customers only.

Missed opportunities to engage with online shoppers and increase sales.

Inefficient inventory management leading to potential overstocking or stockouts.

Inability to scale operations or handle sudden spikes in popular demand.

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Client’s Goals

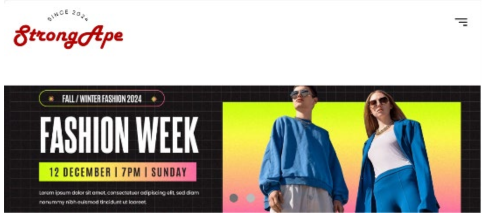
SINCE 2024
StrongApe

Expand customer reach

Increase online sales and engagement

Optimise inventory management

Enhance scalability



SINCE 2024
StrongApe

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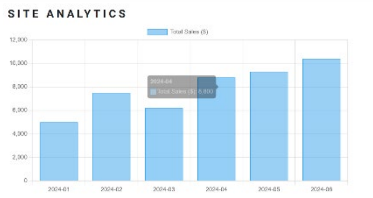
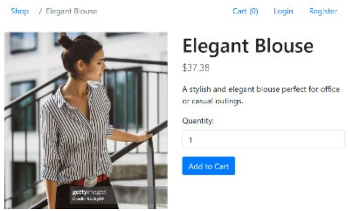


SITE ANALYTICS



Elegant Blouse

$37.38

A stylish and elegant blouse perfect for office or casual outings.

Quantity:

1

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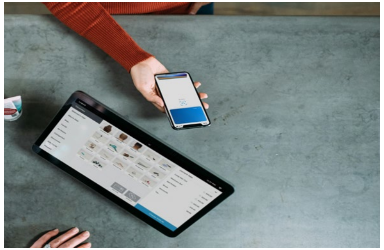
Budget Assumptions

Customer retention grew from 60% to 70% in 2024

New customers increase by 5% annually



Singapore’s e-commerce market grows 4.3% year-on-year

Market share will increase from 25% to 40% with an e-commerce platform

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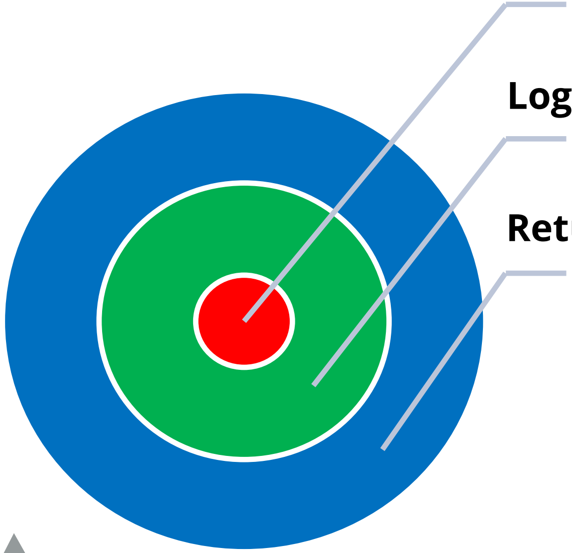
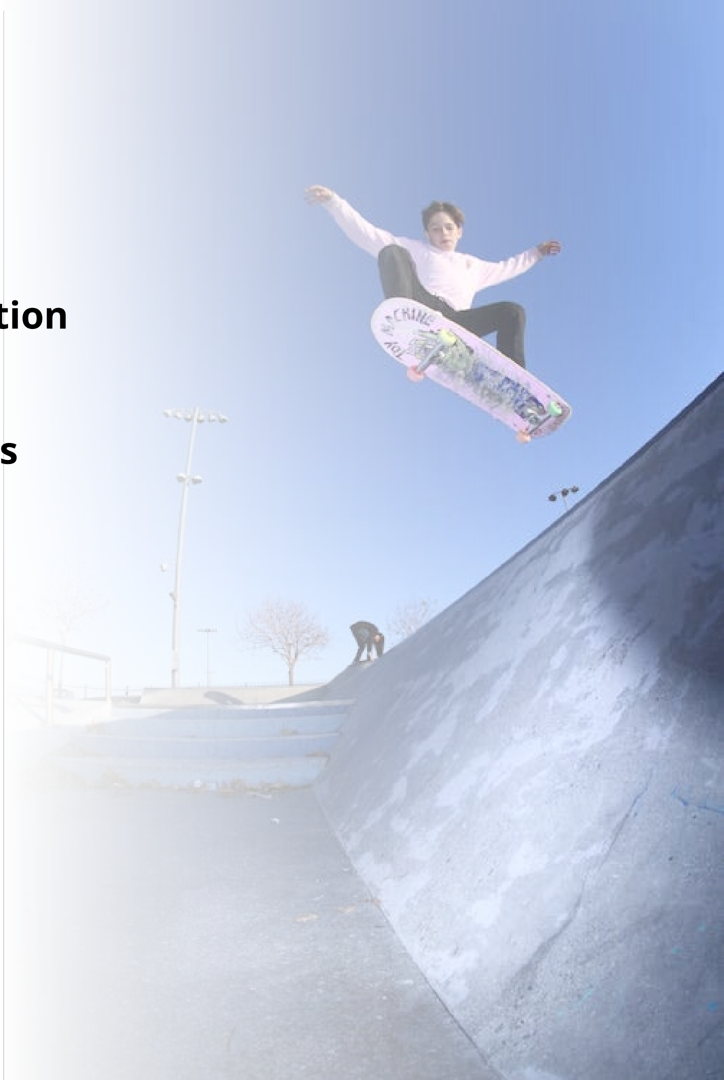
Risks



Market competition & saturation

Logistics & delivery challenges

Returns & refunds



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Obstacles

Data Sharing & Ownership Policies

Compliance with regulation

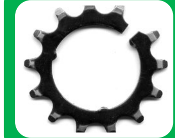
External party integration

Ownership and usage rights

Data security

Integration with existing systems

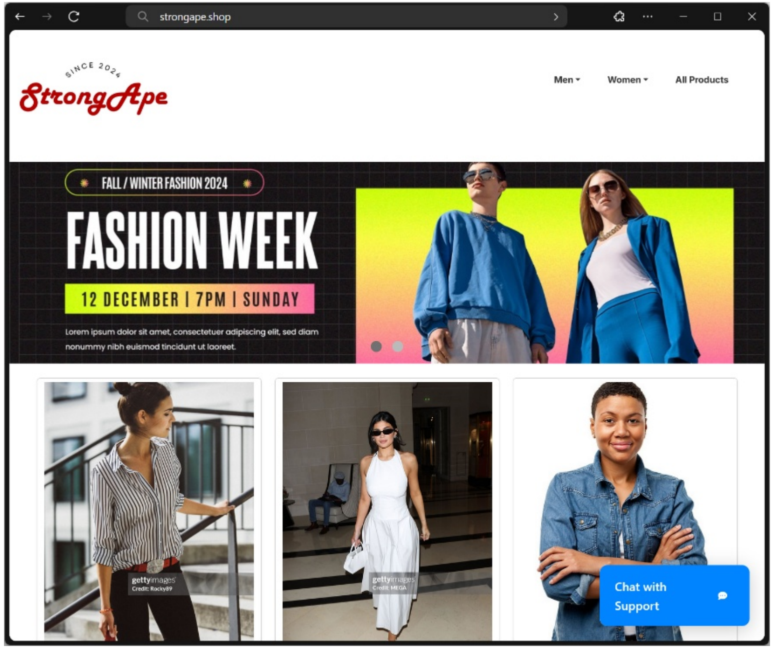
Data flow and synchronisation



Technical difficulties in integration

Compatibility issues

https://strongape.shop



strongape.shop

SINCE 2024

StrongApe

Men ▾ Women ▾ All Products

FALL / WINTER FASHION 2024

FASHION WEEK

12 DECEMBER | 7PM | SUNDAY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

gettyimages Credit: Rocky89

gettyimages Credit: MEGA

Chat with Support

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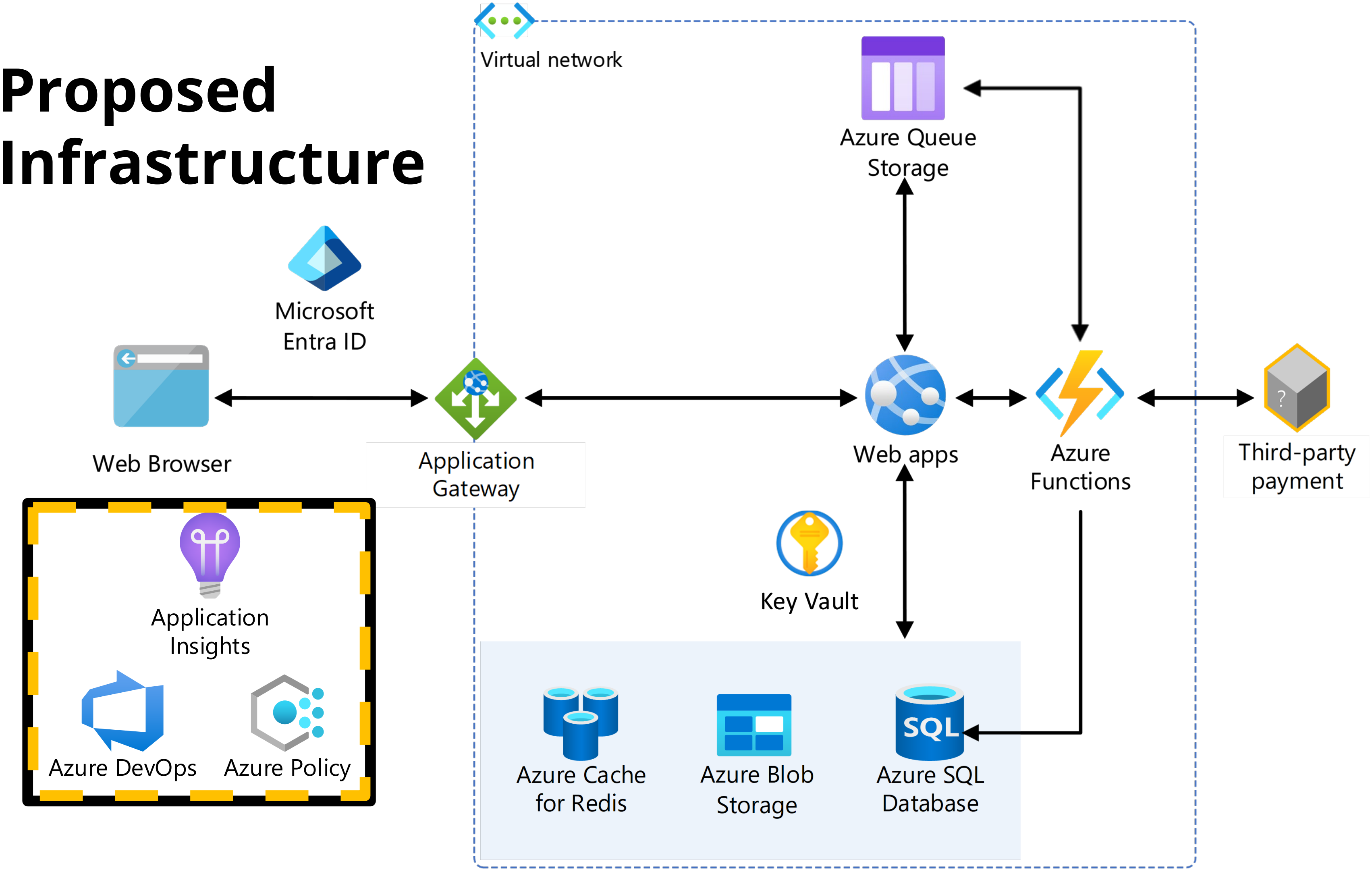
Proposed Infrastructure



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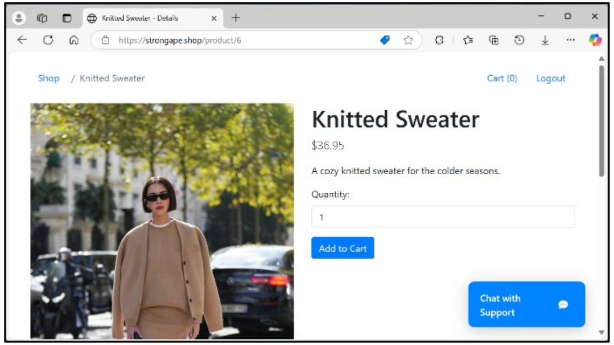
Proposed Infrastructure
Step 1

User access points:

- Mobile App
- Web Browser



Knitted Sweater - Details

https://strongape.shop/product/6

Shop / Knitted Sweater

Cart (0) Logout

Knitted Sweater

$36.95

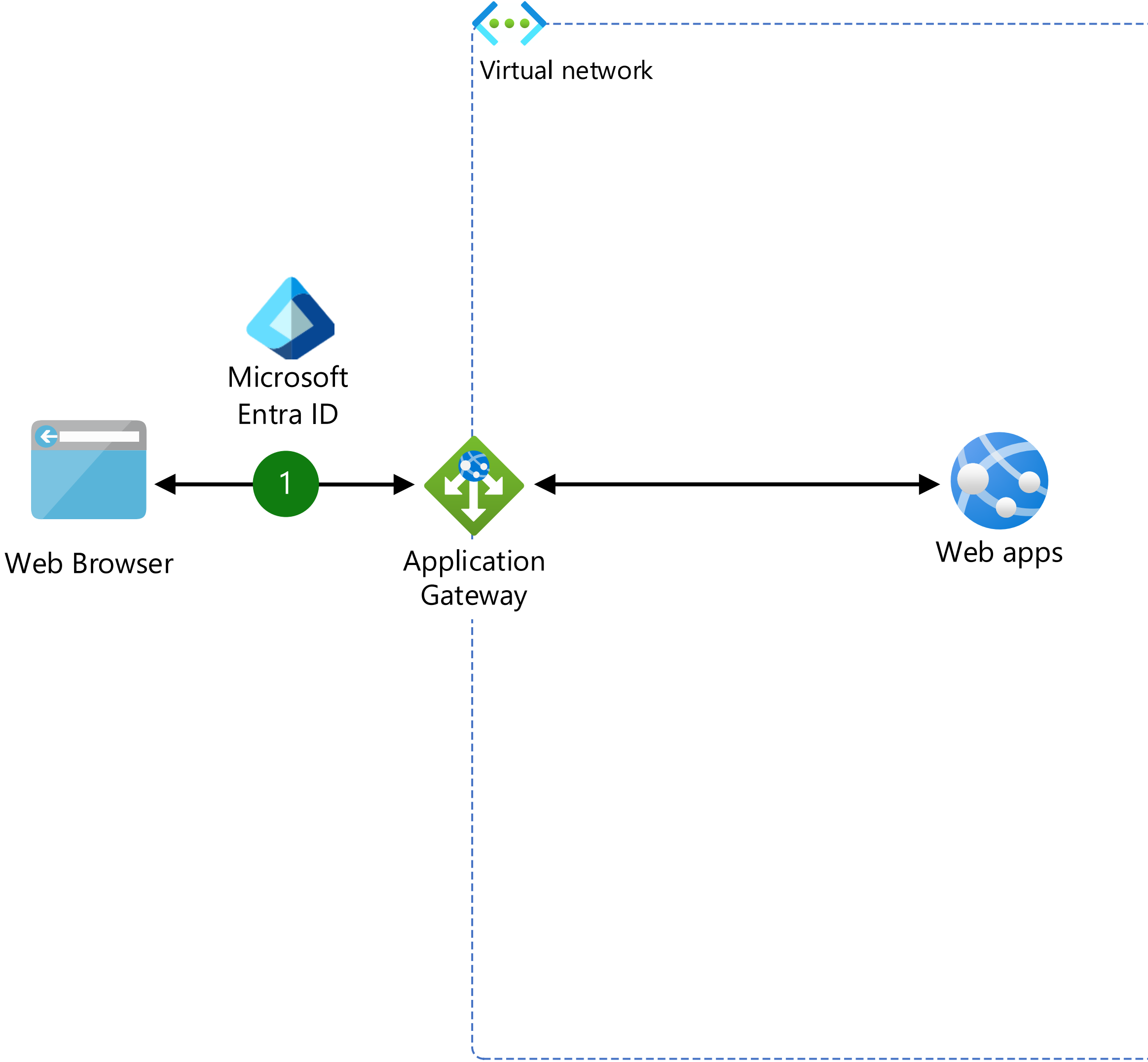
A cozy knitted sweater for the colder seasons.

Quantity:

1

Add to Cart

Chat with Support



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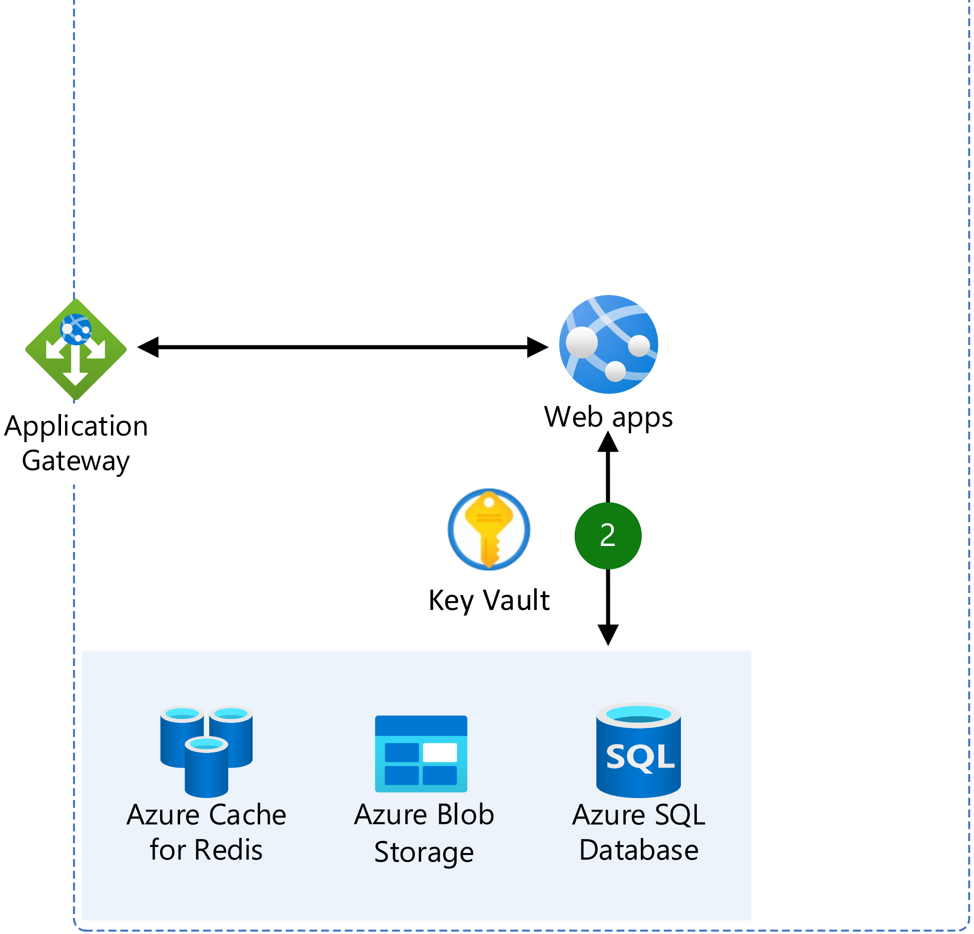
Proposed Infrastructure

Step 2

- User browse product through categories (queries SQL Database).
- Web app retrieves product catalogue (database) & images (Blob Storage).
- Page output cached in Redis for fast retrieval.



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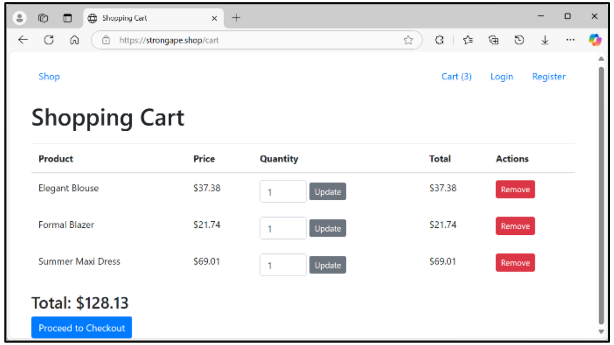
Proposed Infrastructure

Step 3

- Item added to the cart are queued in Redis, finalised in Queue Storage.



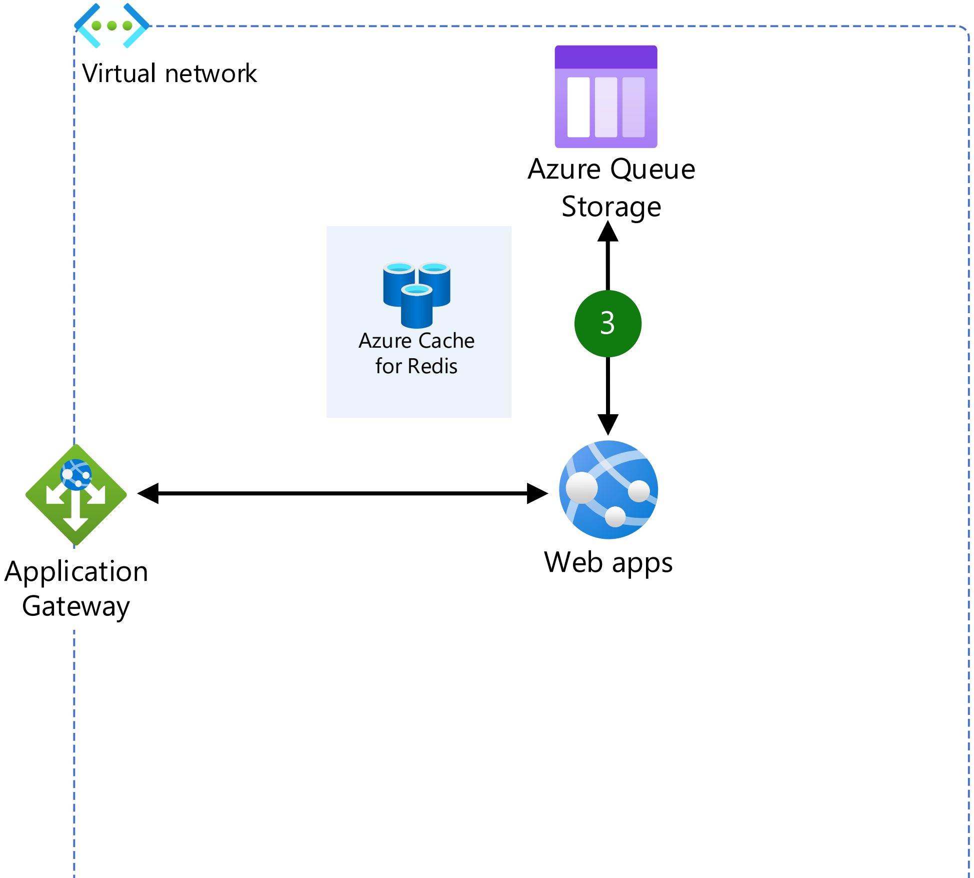
Shop   Cart (3)   Login   Register

Shopping Cart

Product	Price	Quantity	Total	Actions
Elegant Blouse	$37.38	1 Update	$37.38	Remove
Formal Blazer	$21.74	1 Update	$21.74	Remove
Summer Maxi Dress	$69.01	1 Update	$69.01	Remove

Total: $128.13

Proceed to Checkout



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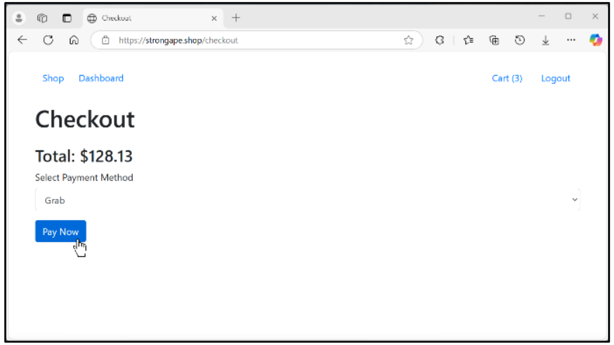
Proposed Infrastructure

Step 4

- Azure Queue Storage pushes order event to Functions.



Checkout

https://strongape.shop/checkout

Shop Dashboard Cart (3) Logout

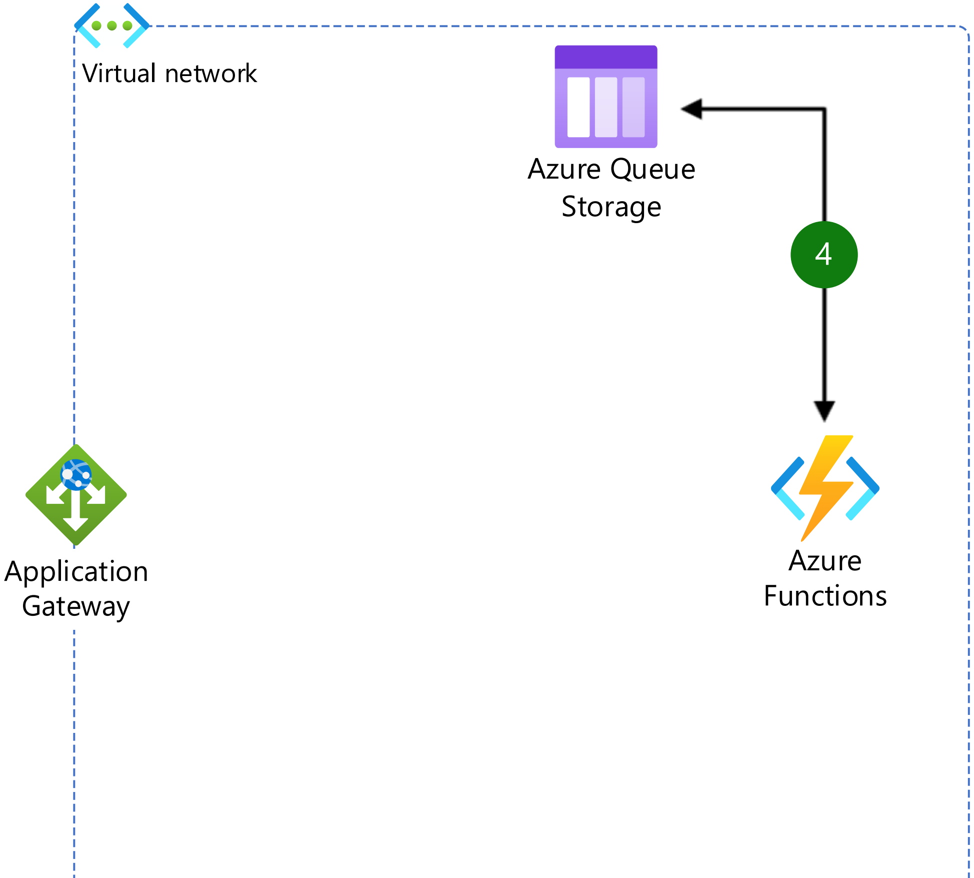
Checkout

Total: $128.13

Select Payment Method

Grab

Pay Now



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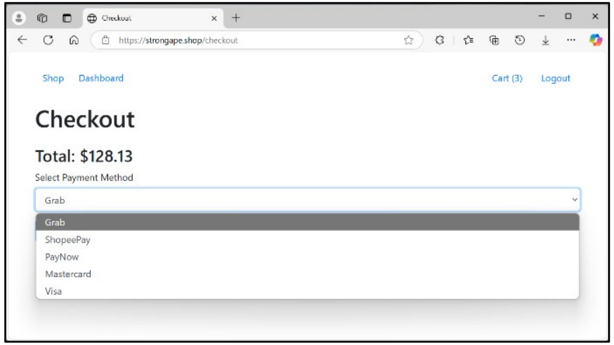
Proposed Infrastructure

Step 5

- Azure Functions brokers payment with third-party gateway.



Checkout

https://strongape.shop/checkout

Shop Dashboard Cart (3) Logout

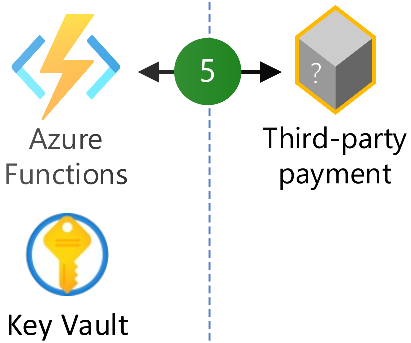
Checkout

Total: $128.13

Select Payment Method

Grab

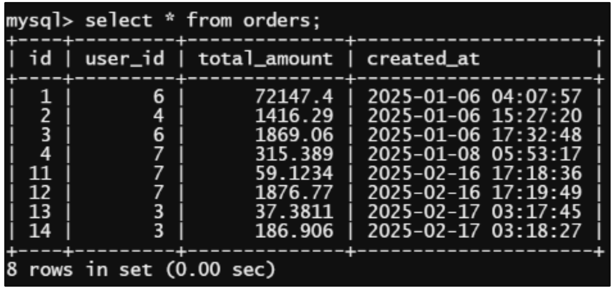
- Grab
- ShopeePay
- PayNow
- Mastercard
- Visa



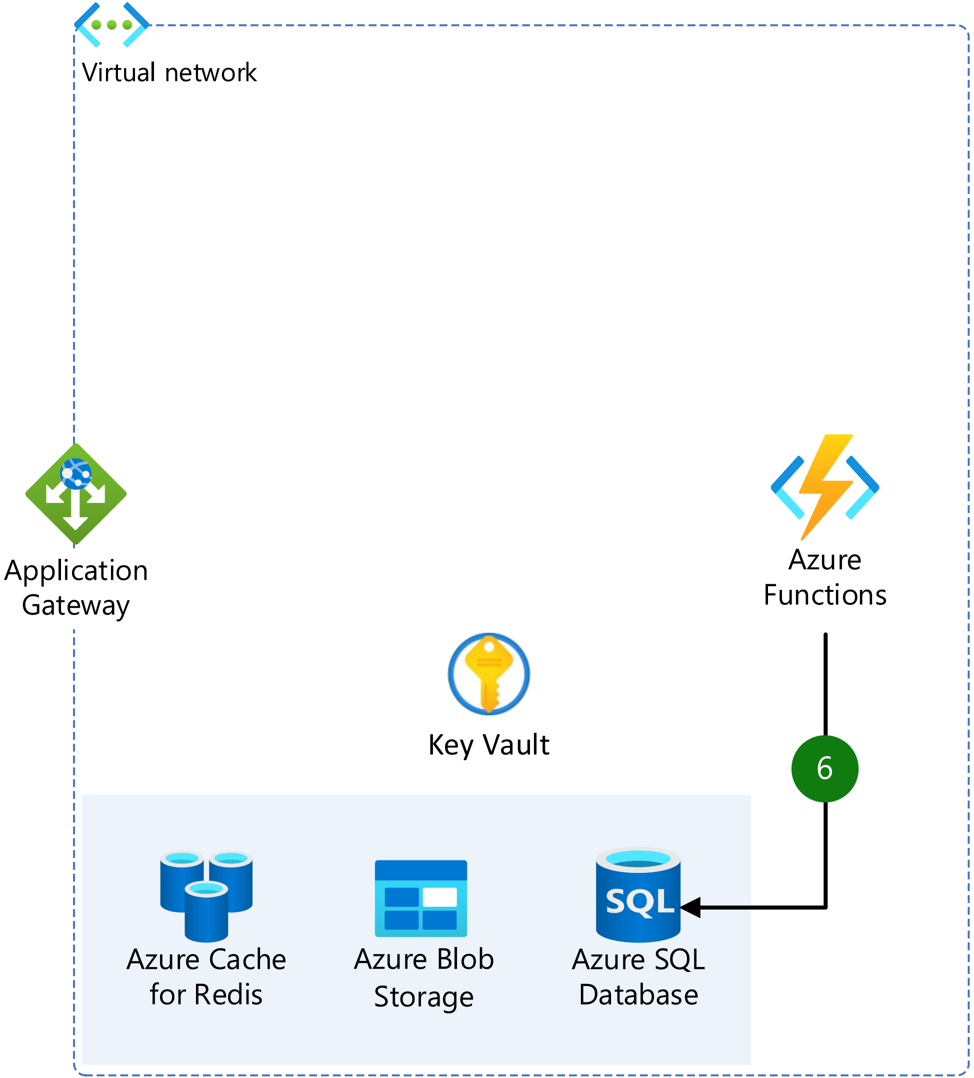
Proposed Infrastructure

Step 6

- Azure Functions records order in SQL database.



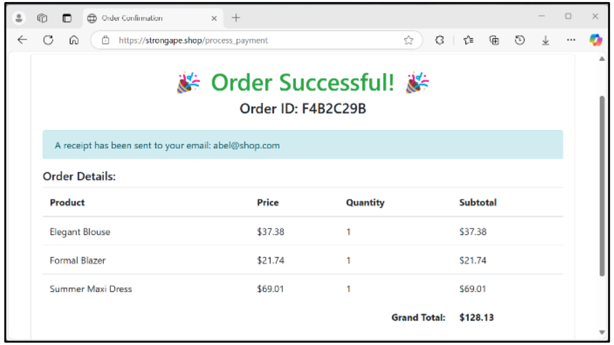
```
mysql> select * from orders;
+----+---------+--------------+---------------------+
| id | user_id | total_amount | created_at          |
+----+---------+--------------+---------------------+
|  1 |       6 |      72147.4 | 2025-01-06 04:07:57 |
|  2 |       4 |      1416.29 | 2025-01-06 15:27:20 |
|  3 |       6 |      1869.06 | 2025-01-06 17:32:48 |
|  4 |       7 |      315.389 | 2025-01-08 05:53:17 |
| 11 |       7 |      59.1234 | 2025-02-16 17:18:36 |
| 12 |       7 |      1876.77 | 2025-02-16 17:19:49 |
| 13 |       3 |      37.3811 | 2025-02-17 03:17:45 |
| 14 |       3 |      186.906 | 2025-02-17 03:18:27 |
+----+---------+--------------+---------------------+
8 rows in set (0.00 sec)
```



Proposed Infrastructure

Step 7

- When payment is successful, order confirmation screen is displayed.



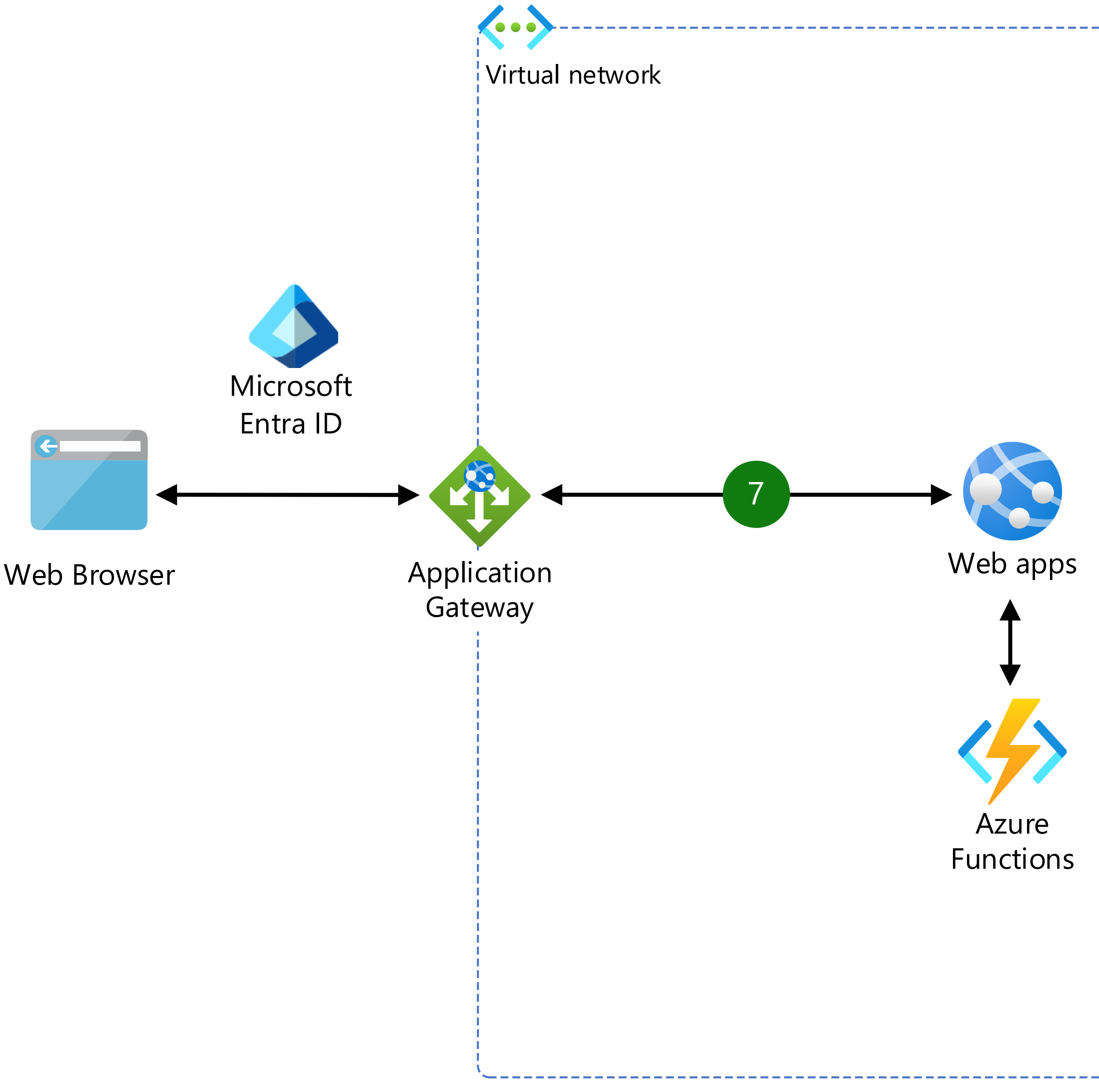
🎉 Order Successful! 🎉

Order ID: F4B2C29B

A receipt has been sent to your email: abel@shop.com

Order Details:

Product	Price	Quantity	Subtotal
Elegant Blouse	$37.38	1	$37.38
Formal Blazer	$21.74	1	$21.74
Summer Maxi Dress	$69.01	1	$69.01
		Grand Total:	**$128.13**



Integration

BUSINESS CONTINUITY

Mode of operation

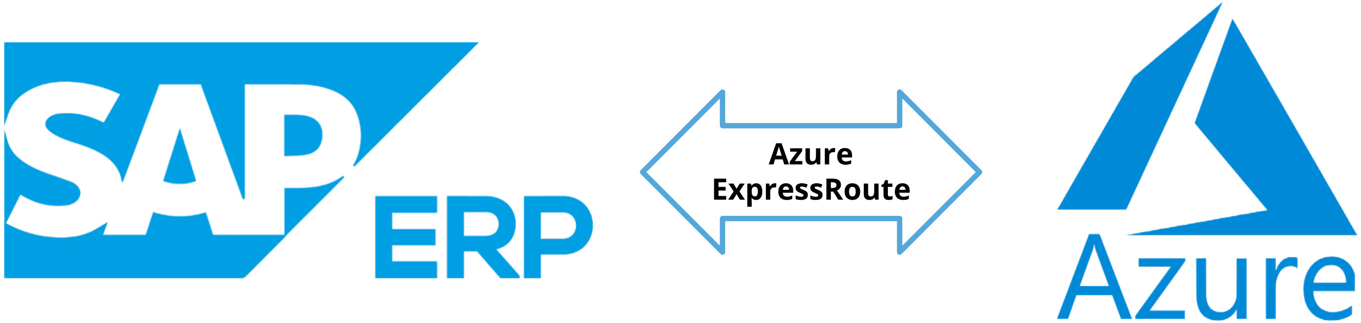
Business Continuity

Migrating old data

Integration

On-premise

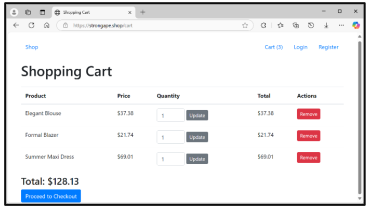
Cloud



Azure ExpressRoute

Proposed Data Sync

Azure



Shop   Cart (3)   Login   Register

Shopping Cart

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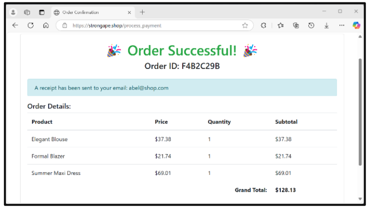
Summer Maxi Dress	$69.01	1 Update	$69.01	Remove

Total: $128.13

Proceed to Checkout

Online Order



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Formal Blazer	$21.74	1	$21.74
Summer Maxi Dress	$69.01	1	$69.01
		Grand Total:	$128.13

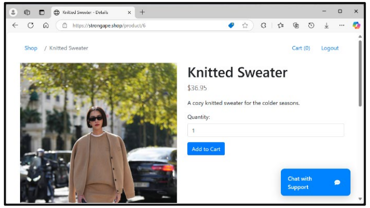
Invoice & Shipping

SAP ERP

Push to

Azure

Offline Order



Shop / Knitted Sweater   Cart (0)   Logout

Knitted Sweater

$36.95

A cozy knitted sweater for the colder seasons.

Quantity:

1

Add to Cart

Chat with Support

Product & Inventory

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Documentation

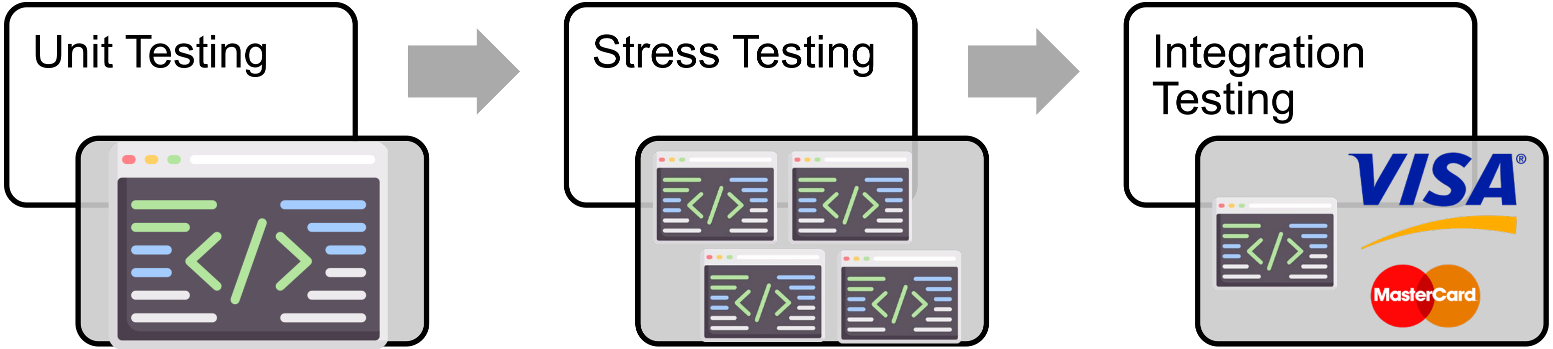
User Training & Guides

System Operations & Troubleshooting

Dev
Ops
Code
Plan
Build
Test
Release
Deploy
Monitor
Operate

DevOps

Testing



Unit Testing

Stress Testing

Integration Testing

Deployment

System Readiness

Coordinating Deployment Activities

Milestone Completion

Training

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Training & Support

User-Friendly & Low Maintenance

Intuitive Management

Turn-Key Solution

Support & Resources

Quick-Start Guides & FAQs

24/7 Support

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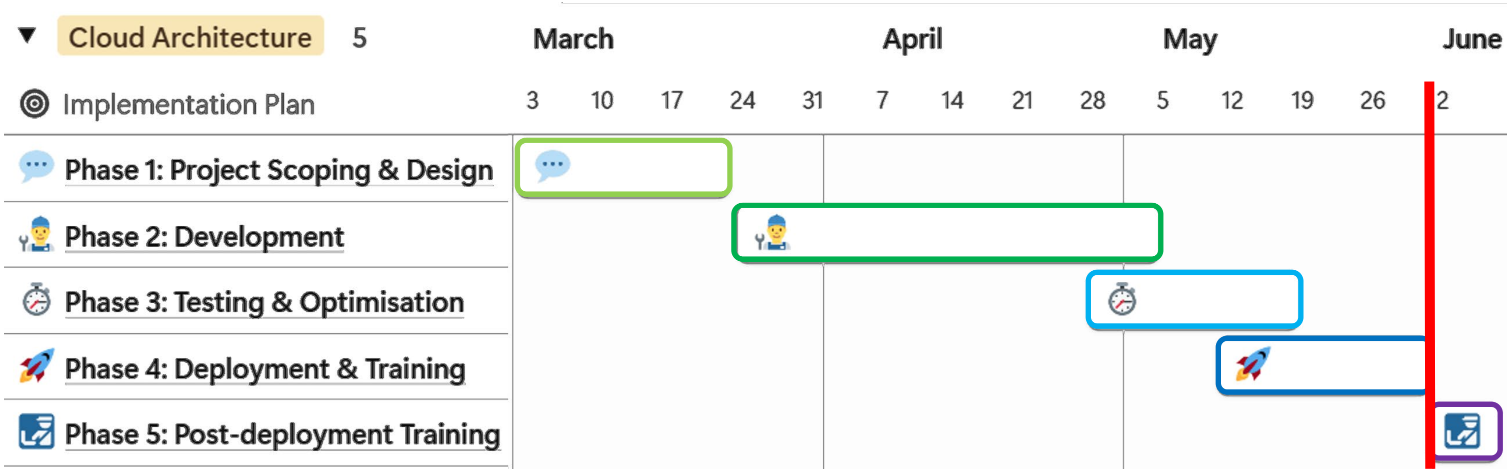
Implementation Timeline



▼ Cloud Architecture 5

Implementation Plan

- Phase 1: Project Scoping & Design
- Phase 2: Development
- Phase 3: Testing & Optimisation
- Phase 4: Deployment & Training
- Phase 5: Post-deployment Training

Start date: 1 Mar 25
Go-live date: 31 May 25
End date: 7 Jun 25

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Thank you

Any Question?