

**Group members**

Ana Marta Silva m20200971  
Débora Antunes Santos m20200748  
Gustavo Ferreira Tourinho m20180846  
Natalia Castañeda m20200575  
Salim Bouaichi m20200547

**KeepItSimple. Dream smart lifestyle.**

KeepItSimple.pt is a pure-play e-commerce start-up, who carries supplies for consumers who demand smart technological devices including: Video & Home Audio, Auto Electronics, Headphones, Office Technology, Computer, Computer Components, Bluetooth & Wireless Speakers, Photography, Wireless Networking. Our assortment of products and brands is carefully curated by an experienced tech purchasing team through data analytics and artificial intelligence tools.

After a few months of working on a university assignment, our founders decided to turn a simple project into a start-up on October 2019. Their decision was flamed by the thought of combining their new acquired knowledge on programing and databases administration and design with their passion for technology.

In order to offer a well-designed and highly personalized online shopping experience, we use HTML, JavaScript, Python programing language and MySQL data bases to support our front end back end operations while operating on a Business to Consumer model with one warehouse (hub) located in Lisbon.

For KeepItSimple.pt no order is too big or small, so whether our customers are replacing their old headphones, or installing a new home theater, we have the most affordable solutions online. We offer multiple payment options to our customers, free shipping on orders over €199, 30 days no-hassle return policy and shipment within 1 to 3 business days for Portugal and Spain.

## Entity Relationship Diagram (ERD) – KeepItSimple.pt

