**PRODUCT REQUIREMENT DOCUMENT FOR ( AFRI DIRECT ) ECOMMERCE WEBSITE.**

Afri direct will help change the face of ecommerce in Nigeria and Africa at large giving it a new look to our B2B experience

The aims and objectives of AFRI DIRECT are as follows :

° To reach out to a larger audience since Internet access is becoming a mainstream.

° To keep the virtual shop open even when one is not working.

° To ensure one needs not to maintain the whole stock of products in most cases.

° To build brands more quickly since many people can access it through social networks.

° To allow easy diversification of brands once they have been built.

° To reduce cost since setting up a website is cheaper given the plethora of hosting services available.

**User Actions On The Website**

The actions a user can perform on this website besides making a purchase? These include:

* Searching for products on the home page or throughout the website and on what basis. Products can be searched on the basis of product name, categories, brands etc.
* Sorting products based on the filters provided. Which filters need to be placed? For clothes these can be colours, sizes and types. For grocery these can be fruits, vegetables, frozen foods and dairy products. For health insurance products these can be age group, premium limit, waiting period, maternity cover etc.
* Adding products to a wish-list. If these products can indefinitely remain in the wish list till their respective stocks last or can remain for a definite period of time.
* Making use of available promotional offers and discounts and the business logic behind them.
* Creating an account. Is an account mandatory for making a purchase? Is buying as a guest user an option?

**Admin Console**

This is an important module of AFRI DIRECT.this clearly determine the aspects that an admin can control from the backend. These include:

Product Management – All the metadata of the products – Product images, description, seller information, prices etc. Admin should be able to manage this data i.e. add, remove and edit a product.

Content management – The design aspect of the website i.e. the static pages a user sees at the front end. It’s important to create an attractive and effective website.

**Inventory And Logistics Management**

At the backend, this management is crucial to keep the website up to date with the latest numbers. Whether new products are added, products are returned or exchanged, dispatched, all the logistics and stock details should be maintained in a robust system. Additionally once the products are purchased.

**User Checkout And Payment**

Generally users can check out as registered users or as guest users. An option of creating a new account is also available. Some businesses require customers to make an account in order to place orders. The information required to create an account needs to be considered.

Payment options can vary – Cash on Delivery, E-Wallets, 3rd Party Payment Gateways. Vendors are selected as per the requirement of the business.The shipping charges and methods. These can be either maintained at the backend or made static.