**1. Business & Branding**

**Business Description**

* **What you sell**:  
  Curated selection of home and lifestyle essentials, including but not limited to:
  + **Kitchen & Dining** (e.g., cookwear, utensils, storage containers, appliances)
  + **Home Decor & Furnishings** (e.g., mirrors, clocks, vases, decorative trays, bedding, throws)
  + **Furniture & Organization** (e.g., shelving, closet organizers, small furniture, racks)
  + **Kids, Gifts & Lifestyle Accessories** (e.g., toys, travel essentials, storage solutions)
* **Target audience**:
  + Urban Kenyan homeowners or renters looking to elevate their living spaces with stylish, functional, and affordably priced homeware.
  + Young professionals, couples setting up new homes, and gift-shoppers—all seeking quality, convenience, and on-trend items.
* **Unique value proposition**:
  + Wide range of functional and decorative products not commonly found in one place.
  + Attractive pricing with frequent promotions and sales.
  + Contemporary and versatile pieces that appeal to modern tastes.

## ****2. Products****

### ****Product List (Spreadsheet Format)****

Prepare an Excel/CSV file with the following columns:

1. **Product Name** – Clear and descriptive (e.g., “Stainless Steel Nonstick Pan – 24cm”).
2. **Description** – Short but informative, highlighting key features and benefits.
3. **Price** – Retail selling price (and optionally, “Compare At” price if you want discounts shown).
4. **SKU/ID** – Unique product code for tracking and inventory (can be numeric or alphanumeric, e.g., PAN-24SS).
5. **Variants** – Size, color, material, or pack options (e.g., “Blue | Medium” or “2-Piece Set”).
6. **Category** – Main category the product belongs to (e.g., Kitchen & Dining, Home Decor, Storage & Organization).
7. **Product Images** – High-quality images named to match SKU (e.g., PAN-24SS.jpg).
8. **Stock Quantity** – Current inventory levels (e.g., 25 units).
9. **Inventory Rules** – Indicate whether stock should:
   * Track automatically
   * Show “Out of Stock” when zero
   * Allow backorders (yes/no)

## ****3. E-Commerce Features****

### ****Shopping Cart & Checkout****

* **Add to Cart**: Button on product pages and quick add from category listings.
* **Quick Checkout**: Option for one-page checkout to reduce cart abandonment.
* **Upsells & Cross-Sells**:
  + Show “Related Products” or “Customers Also Bought” on product and cart pages.
  + Offer add-on items before checkout (e.g., “Add a matching spoon set for KES 499”).
* **Guest Checkout**: Allow purchases without creating an account (optional).
* **Saved Carts/Wishlists**: Customers can save products for later.

### ****Payment Methods****

* **Core Options**:
  + Credit/Debit Cards (Visa, MasterCard)
  + Mobile Money (M-Pesa, Airtel Money) – essential for Kenya
  + PayPal or Stripe (for international buyers)
* **Future Add-ons (optional)**:
  + Apple Pay / Google Pay
  + Buy Now, Pay Later (BNPL) services if supported

### ****Shipping Options****

* **Flat Rate**: Single fee per order (e.g., KES 300 nationwide).
* **Weight-Based or Distance-Based**: Charges calculated based on order weight or delivery address.
* **Free Shipping Thresholds**: e.g., Free shipping for orders above KES 5,000.
* **Local Pickup**: Customers can pick up from your store/warehouse.
* **Courier Integrations**: Integration with local delivery providers (Sendy, Fargo, G4S, etc.).

### ****Taxes****

* **Kenya VAT**: Currently 16% (confirm with your accountant if you’ll display it separately or include in prices).
* **Regional Rules**: Option to configure tax exemptions or international sales tax if you plan cross-border selling.

### ****Return & Refund Policy****

* Clearly displayed on product and checkout pages.
* Specify:
  + Return window (e.g., 7, 14, 30 days).
  + Eligible conditions (unused, in original packaging).
  + Refund method (store credit, bank transfer, M-Pesa refund).
* Developer can create a **dedicated Returns & Refunds page** linked from the footer and checkout.

## ****4. Customer Experience****

### ****Customer Accounts****

* **Guest Checkout**: Allow customers to purchase without creating an account (recommended to reduce cart abandonment).
* **Optional Account Creation**: Customers can sign up to track orders, manage addresses, and view order history.
* **Social Login (Optional)**: Login with Google, Facebook, or Apple ID for faster access.

### ****Engagement Features****

* **Wishlist**: Customers can save products to buy later.
* **Product Reviews & Ratings**: Verified buyers can leave feedback (helps with trust and SEO).
* **Product Q&A (Optional)**: Customers can ask and answer questions on product pages.

### ****Promotions****

* **Coupons & Discount Codes**: Single-use or campaign-based codes (e.g., WELCOME10 for 10% off).
* **Gift Cards**: Digital gift cards available in different values.
* **Sales & Promotions**: Display banners and product labels (e.g., “Sale”, “New”, “Limited Stock”).

### ****Email Notifications****

* **Order Confirmation**: Automatically sent after purchase.
* **Shipping Updates**: Sent when an order is packed, shipped, and delivered.
* **Abandoned Cart Reminder**: Automatic follow-up if a customer leaves items in their cart.
* **Promotional Emails (Optional)**: Linked to Mailchimp, Klaviyo, or similar marketing platforms.

## ****5. Content & Pages****

### ****Homepage****

* Hero banner (rotating or static) highlighting promotions or featured collections.
* Featured products or categories (e.g., Kitchen Essentials, Home Décor Highlights).
* Seasonal campaigns or sales banners (e.g., Holiday Sale, Back-to-School).
* Trust signals (payment security icons, shipping info, customer reviews).

### ****Standard Pages****

* **About Us**: Your story, values, and what makes you different.
* **Contact Page**: Form, email, phone, address, Google Map (if physical store exists).
* **FAQs**: Answer common questions about shipping, returns, payments, etc.

### ****Optional Pages****

* **Blog / Resource Center**: Share home décor tips, product care guides, lifestyle content.
* **Lookbook / Inspiration Gallery**: Styled product photos for ideas.

### ****Legal Pages**** (must-have for e-commerce)

* **Privacy Policy**: Data handling, cookies, etc.
* **Terms & Conditions**: Covers purchases, liability, site use.
* **Return & Refund Policy**: Simple, transparent policy linked at checkout.
* **Shipping Policy**: Delivery times, shipping costs, and restrictions.