Create a website for my mother in laws (Jen) crafts to be able to sell them online

Using ASP.NET MVC 5

Email API-To notify when the crafts are being shipped

PayPal API-To create invoices for customers and retrieve payment for products

The customers can-

* Login to an account that has their
  + Address
  + Email address
  + Redirects to PayPal invoices for current balance
* Keeps a list of ordered items
* Purchase items for sale
* Recommended item from past purchases
* Be able to send Jen an email regarding any questions they have about the products.(Email API)

Jen can

* Log in
* View her customers
  + View their details
  + Redirect to PayPal to view balance
* Send email to notify if products are shipped
* Be able to sell products
  + Upload pictures to her website of the products
  + Add prices of the products
* See past invoices that are stored.

WOW factor

Be able to suggest products that the customer may like based upon previous purchases

Implement google Analytics to track and view traffic on site

Based off of google analytics be able to offer discount to items in a category of things they customer views

Bonus

* Be able to incorporate a shipping API (Fedex? USPS?)
* Google maps API-Show where the Package should be shipped to (Jens view)
* Receive a push notification for new items when uploaded based off of past purchases