

BUSINESS TYPE: General E-Commerce

\* BRAND NAME: Love Your Feet

\* OWNER OF BRAND: HIRA KHALID

\* PRIMARY PURPOSE:

The primary goal of our brand is not just earn money; it is to build trust with our customers.

I want them to recognize our brand By name.

Our main focus is on quality and services.

I want my brand to not only represent my identity but also become a symbol of my country's identity, Recognized for its exceptional services and product quality.

\* BUSINESS GOALS:

OBSERVE THE PROBLEM

\* One major problem in our society is that we don't wear shoes that match the size and shape of our feet.

This leads to many issues and causes various problems.

For Example: Foot deformities, Injuries Muscular imbalances, Pain, Posture problems, Increased risk of falls, etc.



SOLVE THE PROBLEM:(1) Through Awareness to Audience:

Q: What you can do?

- Choose shoes that are right size over time.
- Choose shoes that are designed for the activity you are doing.
- Invest in quality shoes that fit well.

(2) Providing good quality Product and Services.(3) Free guide to Customer to

Choose Shoes according to their feet.

(4) I plan to develop and design an E-Commerce website, serving as the primary platform to showcase and sell my products.

This website not only reflect the essence of my Brand but also provide a seamless shopping experience for customer world wide.





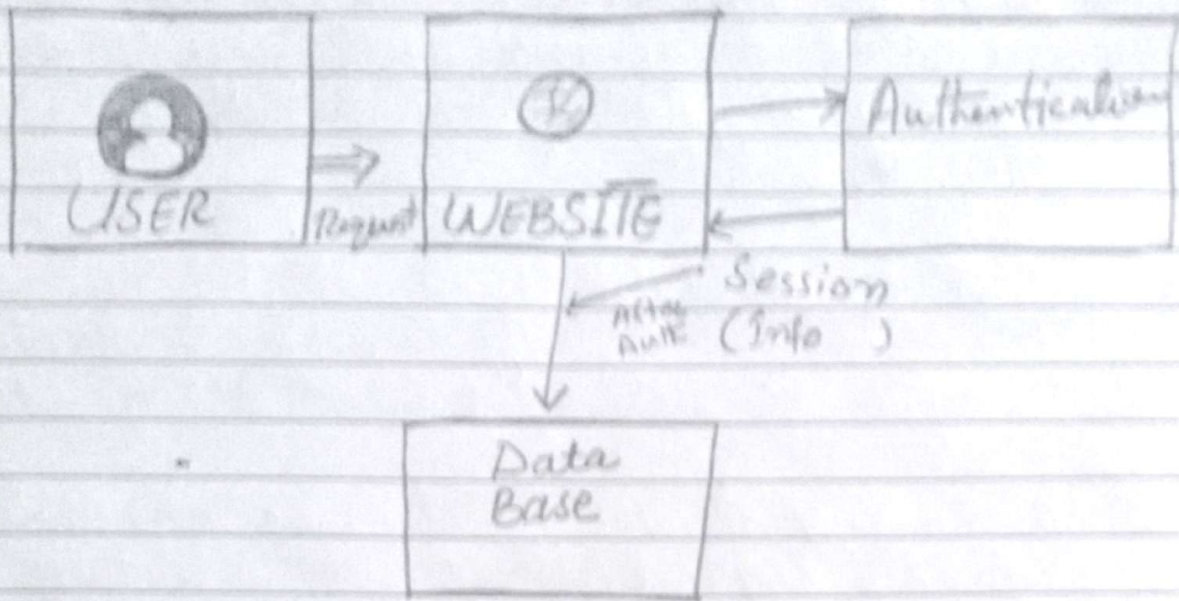
(5) I aim to establish a strong digital presence that aligns with my vision of creating a globally acclaimed "Shoe Brand".

### \* TARGET AUDIENCE:

My Brand is essential for people of all ages and all genders.

Therefore, my target audience includes everyone, regardless of whether they are men, women, children, elderly or young.





## (Schema)

### - User

- ↳ id
- ↳ e-mail
- ↳ firstName
- ↳ Last Name
- ↳ Profile Image

### - Product

- ↳ id
- ↳ name
- ↳ description
- ↳ Product Status
- ↳ Price
- ↳ Images
- ↳ Category

### - Product Status

- ↳ draft
- ↳ Publish
- ↳ Archived

### category

- ↳ men
- ↳ women
- ↳ kids

### order

- ↳ id
- ↳ customer name
- ↳ Contact Number
- ↳ address
- ↳ total Price
- ↳ status
- ↳ Order Delivery date

