**Chapter 1:Introduction**

* 1. **Purpose**

**The goal of the store is to offer a wide range of health products that meet the needs of health-conscious consumers.**

**By providing healthy products, the store supports customers on their wellness journey and helps them make informed choices.**

**The store's mission is to promote a healthier lifestyle by making healthy products easily accessible to everyone.**

**In doing so, the store distinguishes itself from other e-commerce sites that prioritize profit over health considerations.**

* 1. **Intended Audience and Reading Suggestions**

**Catering to the needs of all people with a special focus on health conscious people looking for healthy products.**

* 1. **The Objective**

**It is commendable that an individual strives to have a healthy and fit body, but unfortunately, the lack of availability and support of healthy products can be a major hindrance. After creating the attached questionnaire and reviewing the results, we were able to choose this project to provide a selection of products that meet their needs.**

**Convenience and wide selection: Our store is open 24 hours a day, 7 days a week, allowing customers to shop at any time that suits them, in addition to a wider range of products compared to physical stores.**

**Transparency: Our store provides detailed information about the products we sell, including ingredients and nutritional facts**

**Quality and Excellence: We are committed to providing products that meet the highest standards of quality, safety and effectiveness.**

**Delivery and discounts: We also offer delivery services for all items with discounts that may exceed 30%, allowing customers to receive their orders with ease.**

**Community: A box will be provided to review their opinions and provide everything they need**

**We constantly seek new and improved ways to enhance our products and services, and stay at the forefront of the**

**industry.**

**Link:** **https://docs.google.com/forms/d/e/1FAIpQLSefNt0yDRIzfq\_PtnIcH6Yp9T5aKrqQ2nxwcbgPCooFsEX5yA/viewform?usp=pp\_url**

* 1. **Scope**

**Each person can create an account by registering using his email and password so that he can see many of the offers and brands provided by the site, know their prices, and add the selected products to the shopping cart. Payment can be made by bank, credit card, or cash. Thus, the site saves people. Time, effort and money, as there is a delivery service that transports products to customers in a short time without them leaving their home**

**We give priority to our customers’ needs and satisfaction above all else, and our motto is quality, excellence and innovation. We are committed to providing products that meet the highest standards of quality, safety and effectiveness. We constantly seek to find new and improved ways to enhance our products and services, and remain at the forefront of the industry.**