

Day-7

Furniture Marketplace Project:

Final Documentation

Overview

Day 7 marks the successful culmination of the Furniture Marketplace Hackathon Project. The focus was on deployment the marketplace to live environment and implementing post-launch best practice. The achievement of this final day are a testament to the structure progress made over the past six days, ensuring a secure, scalable , and customer-ready platform.

Live Deployment and Post-Lunch Practice:

Objective

The Goal of 7 Days was to:

1. Deploy the marketplace to live a production environment.
2. Implement security measures and disaster recovery(DR) plans.
3. Establish post-lunch practices for branding,marketing,and operational management.
4. Set the stages for Scalability and long-term business growth.

Key Learning Outcomes:

1. Successfully deployed a fully functional marketplace.
2. Implemented security measures to safeguard customer data and operations.
3. Developed a disaster recovery plan to ensure business continuity.
4. Established post-launch strategies, including branding, marketing, and investor outreach.
5. Prepared a professional pitch deck for business and investor presentations.

Go Live Practices

1. Production Deployment

Environment Setup :

- o Configured production environment variables securely using .env files.
- o Encrypted sensitive data, such as API keys and database credentials.

Secure Hosting:

- o Deployed the marketplace on Vercel, leveraging its scalable infrastructure.
- o Enabled HTTPS for secure communication using SSL certificates.

• Codebase Management:

- o Kept the production repository private to safeguard trade secrets.
- o Documented the deployment process for future reference.

2. Penetration Testing and Security :

• Penetration Testing:

- o Tested vulnerabilities, including SQL injection, XSS, and CSRF, using tools like OWASP ZAP.
- o Focused on critical areas, such as payment systems and authentication mechanisms.

• Data Encryption:

- o Applied strong encryption standards for sensitive user data.
- o Ensured secure data transmission over HTTPS.

• Role-Based Access Control (RBAC):

- o Implemented RBAC to restrict access based on user roles (admin, seller, customer).
- o Developed a separate admin dashboard for better security.

• Periodic Testing:

- o Scheduled recurring audits to maintain security standards.

3. Disaster Recovery (DR) Planning

• Backup Strategy:

- o Configured automated backups for databases and assets.
- o Stored backups in geographically distributed locations.

• DR Environment:

- o Developed a DR plan to restore operations in case of failure.
- o Periodically tested the DR environment to ensure reliability.

4. Monitoring and Maintenance

- **Real-Time Monitoring:**

- o Integrated tools like Google Analytics, Sentry, and Pingdom for monitoring performance and issue tracking.

- **Scheduled Maintenance:**

- o Planned periodic downtime for updates and communicated schedules to customers.

- **Issue Management:**

- o Maintained a detailed log of bugs and resolutions for continuous improvement.

Post Go Live Practices

1. Branding and Marketing

- **Branding:**

- o Designed a professional logo and cohesive brand identity for the marketplace.
- o Established a strong presence on social media platforms.

- **Marketing:**

- o Launched targeted ad campaigns (SEO, email marketing, paid ads).
- o Collaborated with influencers and partners to boost visibility.
- o Introduced referral programs to increase customer engagement.

2. Investor Partnerships

- **Pitching to Investors:**

- o Prepared a business pitch deck showcasing the marketplace's scalability and revenue potential.
- o Highlighted technology integration, market opportunity, and growth projections.

- **Contractual Agreements:**

- o Defined clear terms for equity sharing, roles, and responsibilities in investor contracts.
- o Ensured legal compliance and alignment with long-term goals.

3. Inventory and Resource Management

- **Inventory Planning:**

- o Automated inventory tracking and demand forecasting.
- o Collaborated with suppliers to maintain stock levels.

- **Resource Allocation:**

- o Allocated resources for customer support and order fulfillment.
- o Hired specialized roles for marketing and operations.

Business Pitch Deck Summary

The pitch deck prepared for investors includes:

1. Introduction:

- a. Marketplace name and tagline.
- b. Vision and mission of Hekto Marketplace.

2. Problem Statement:

- a. Highlighted challenges faced by small businesses and online shoppers.
- B. Emphasized the need for a niche marketplace for furniture.

3.Solution:

- a. Explained how Hekto addresses the identified problems through advanced technology and unique features.

4.Market Opportunity:

- a. Shared data on the growth potential of the online furniture market.
- b. Highlighted trends favoring Hekto's business model.

5.Product Features:

- a. Demonstrated platform functionality with screenshots and live demos.

6.Revenue Model:

- a. Detailed monetization strategies, including commissions and subscription plans.

7.Marketing Strategy:

- a. Outlined plans for customer acquisition and retention.

8.Team:

- a. Highlighted the team's skills and contributions to the project.

9.Financial Projections:

- a. Provided expected revenue, costs, and profitability forecasts.

10.Call to Action:

- Requested funding and partnerships for scaling operations.

Checklist for Day 7

Deployment Checklist:

- **Configured environment variables:**

- o Verified .env file setup with API keys and database credentials.
- o Uploaded securely to the Vercel dashboard.

- **Enabled HTTPS and SSL certificates:**

- o Activated HTTPS through Vercel's automatic SSL configuration.
- o Tested for secure communication on all routes.

- **Tested production workflows:**

- o Verified navigation and page rendering for all key routes (e.g., product pages, cart, checkout).
- o Conducted end-to-end testing for user registration, login, and order placement.

Security Checklist:

- **Conducted penetration testing:**

- o Used OWASP ZAP and Burp Suite to identify vulnerabilities such as SQL injection, XSS, and CSRF.
- o Focused on critical areas, including payment gateways and authentication endpoints.

- **Implemented RBAC and encrypted sensitive data:**

- o Established role-based access control for admin, seller, and customer roles.
- o Used bcrypt for password hashing and AES encryption for sensitive data.

- **Scheduled periodic audits:**

- o Set quarterly penetration tests and security reviews.
- o Automated monitoring using Snyk for dependency vulnerability detection.

Post Go Live Checklist:

- **Launched marketing campaigns:**

- o Created targeted ad campaigns (SEO, email, and paid ads).
- o Collaborated with influencers to boost visibility.
- o Set up referral programs to increase customer engagement.
- o Launched initial campaigns on Facebook, Instagram, and Google Ads.

- **Collaborated with potential investors:**

- o Prepared and presented the business pitch deck.
- o Scheduled meetings with early-stage investors and venture capital firms.
- o Finalized agreements on equity and responsibilities.

- **Automated inventory management:**

- o Configured automated stock updates through Sanity CMS.
- o Implemented notifications for low inventory levels.
- o Integrated demand forecasting tools for better stock planning.

Final Notes and Gratitude

This hackathon journey has been a transformative experience, evolving from a concept to a fully functional marketplace. The support and guidance from mentors, peers, and the entire team have been invaluable.

Key Takeaways:

1. The importance of structured workflows and iterative development.
2. Practical experience with modern tools like Next.js, Sanity CMS, and Vercel.
3. A deeper understanding of post-launch strategies for business growth.

Gratitude:

A heartfelt thank you to our mentors, teaching assistants, and peers for their unwavering support throughout this journey. A special mention and deepest gratitude to **Sir Ameen** for his guidance, inspiration, and invaluable insights, which were pivotal to the success of this project.

This project stands as a testament to collaborative effort and determination.

Together, we've built not just a marketplace but a foundation for future innovations.
The Hekto Marketplace is live and ready to make its mark in the e-commerce world!