

A PROJECT REPORT
ON
“Soletude – An eCommerce Business Startup for Footwears”



Submitted To:

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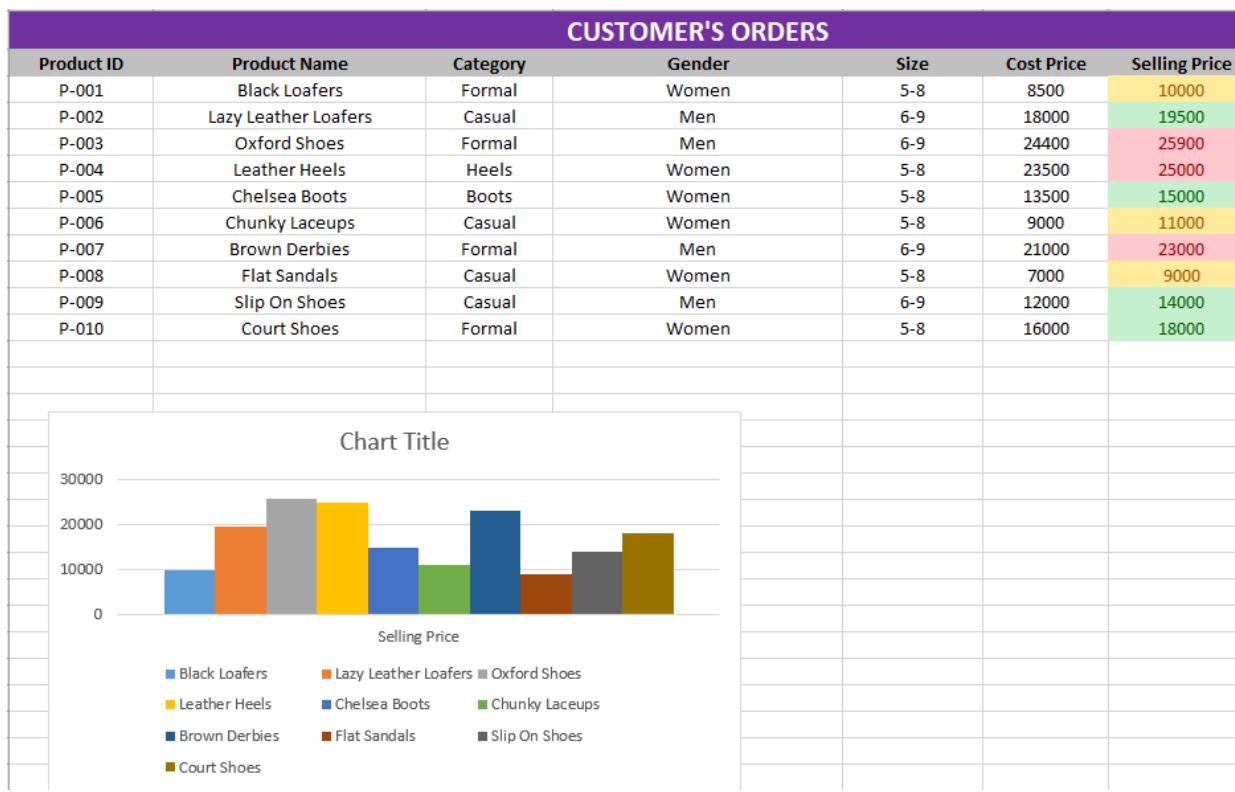
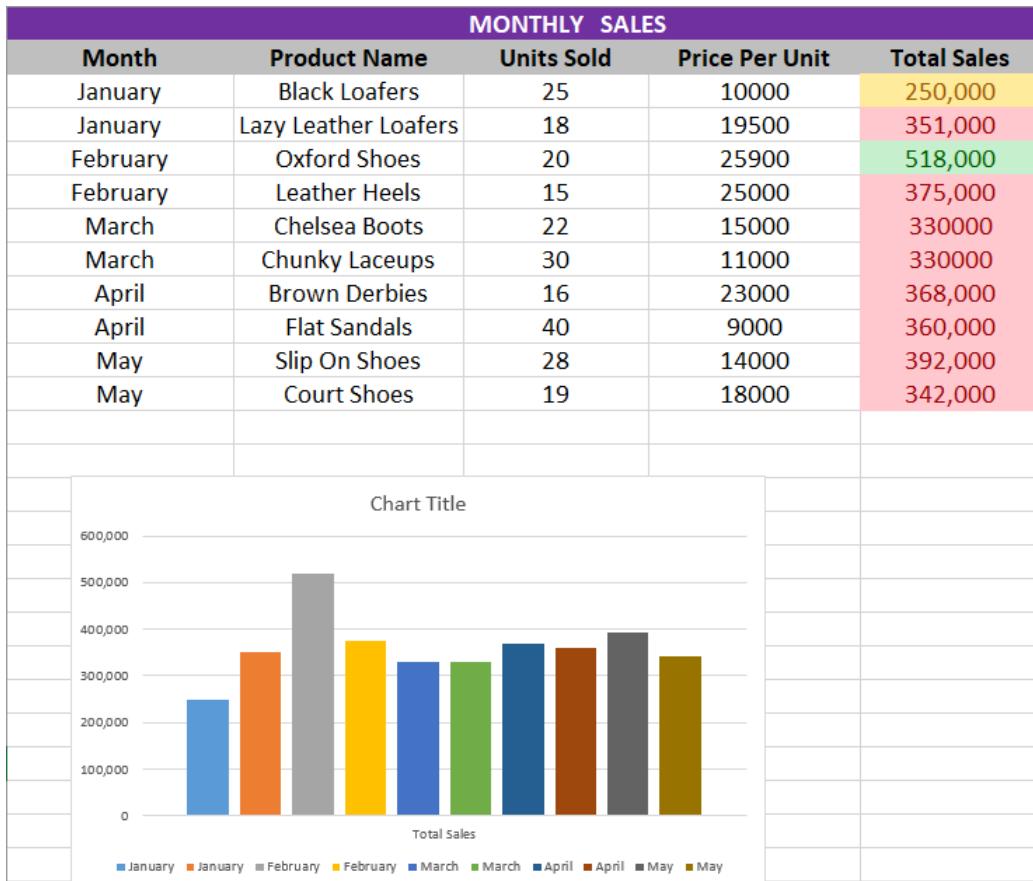
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Dua Javaid(2025-CS-211)

Date: 11/10/2025

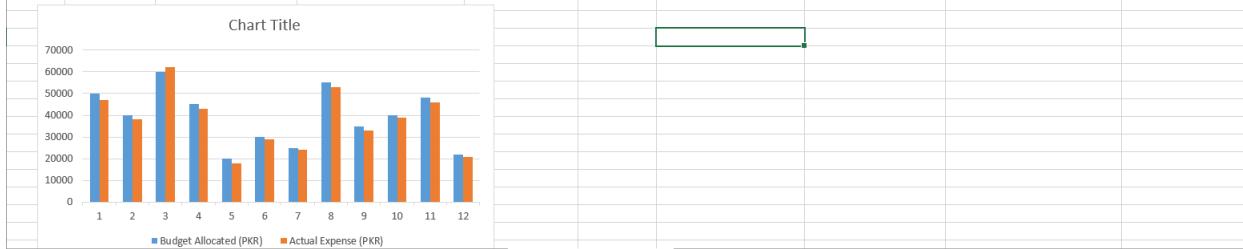
EXCEL SCREENSHOTS



Employee Payroll							
Employee ID	Employee Name	Designation	Department	Basic Salary	Allowance	Deductions	Net Salary
EMP-001	Ali Khan	Store Manager	Sales	55,000	5,000	3,000	57,000
EMP-002	Ayesha Noor	Sales Executive	Sales	35,000	3,000	1,500	36,500
EMP-003	Ahmed Raza	Inventory Officer	Store	40,000	2,000	2,000	40,000
EMP-004	Sana Malik	Marketing Assistant	Marketing	45,000	4,000	2,500	46,500
EMP-005	Usman Ali	Cashier	Sales	30,000	2,000	1,000	31,000
EMP-006	Hira Shah	Customer Support	Sales	32,000	2,500	1,200	33,300
EMP-007	Bilal Ahmed	Warehouse Supervisor	Store	38,000	3,000	1,800	39,200
EMP-008	Zara Sheikh	Visual Merchandiser	Marketing	42,000	3,500	2,000	43,500
EMP-009	Hamza Iqbal	Sales Coordinator	Sales	36,000	2,800	1,500	37,300
EMP-010	Noor Fatima	HR Assistant	HR	34,000	2,500	1,300	35,200
EMP-011	Salman Butt	Accounts Officer	Finance	48,000	4,000	2,800	49,200
EMP-012	Maryam Asif	Social Media Manager	Marketing	46,000	4,500	2,200	48,300



Marketing Expense									
SR#	Campaign ID	Marketing Channel	Campaign Name	Target Category	Month	Budget Allocated (PKR)	Actual Expense (PKR)	Purpose	Remarks
1	MKT-001	Social Media	Instagram Winter Ads	Winters	January	50000	47000	Promote winter collection	Good engagement
2	MKT-002	Social Media	Facebook Shoe Launch	Limited Edition	January	40000	38000	New arrivals promotion	High reach
3	MKT-003	Google Ads	Search Ads Campaign	Men	February	60000	62000	Increase website traffic	Slight over budget
4	MKT-004	Influencer	Fashion Blogger Promo	Women	February	45000	43000	Brand awareness	Positive feedback
5	MKT-005	Email Marketing	Newsletter Campaign	All Categories	March	20000	18000	Customer retention	Good open rate
6	MKT-006	Social Media	Ramzan Sale Ads	Accessories	March	30000	29000	Promote discounts	Effective campaign
7	MKT-007	In-Store Promotion	Poster & Banners	Wedding Classics	April	25000	24000	Seasonal promotion	Good response
8	MKT-008	Google Ads	Wedding Search Ads	Wedding Classics	April	55000	53000	Target wedding buyers	High conversions
9	MKT-009	Social Media	Kids Collection Promo	Kids	May	35000	33000	Boost kids sales	Moderate results
10	MKT-010	Influencer	Mothers Blogger Campaign	Kids	May	40000	39000	Trust building	Very effective
11	MKT-011	Social Media	Summer Shoes Ads	Women	June	48000	46000	Seasonal launch	Good engagement
12	MKT-012	Email Marketing	Sale Reminder Emails	All Categories	June	22000	21000	Increase repeat sales	Successful

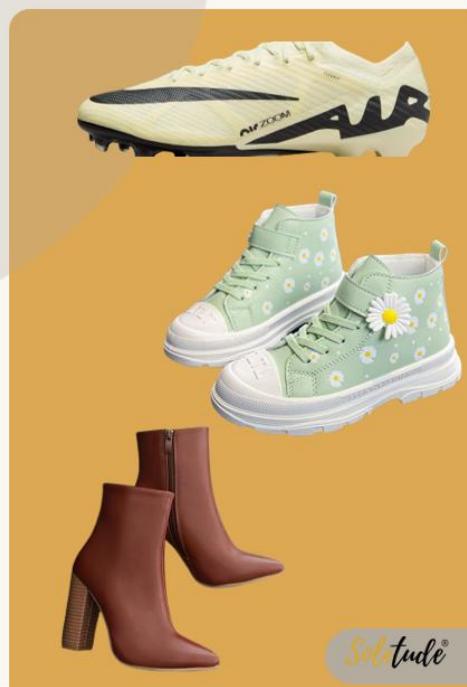


POWERPOINT SCREENSHOTS



OBJECTIVES

This project provides a single online shoe store platform that brings all shoe categories together in one place, ensuring easy access, variety, and availability for everyone.



SofTude®

NEW ARRIVALS



Winter



Limited Ed



Specials

SofTude®

FEATURED CATEGORIES

MEN

- Formal
- Sneakers
- Boats
- Sports

KIDS

- School Shoes
- Joggers
- Crocs

ACCESSORIES

- School Shoes
- Joggers
- Crocs

WOMEN

- Heels
- Party Shoes
- Sandals
- Sneakers

WEDDING CLASS

- Bride
- Bride Groom



Soltude®

BEST SELLING PRODUCTS

Mostly a solid universal colour sneakers/Formals and everyday slippers including practicality and reliability.

• Men

Comfortable soul sneaker
Tough and Classy boots and formals

• Kids

Everyday all going joggers

• Women

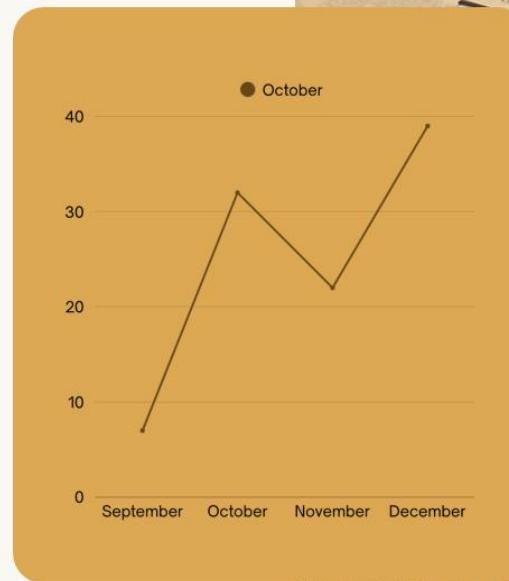
Elegant sneaker
casual slippers and practical heels



SALES PERFORMANCE

Overall sales have shown consistent growth driven by popular shoe categories and seasonal demand. In-store and online channels both contributed positively to revenue.

Promotional offers and new arrivals played a key role in increasing customer purchases. Here is a percentage graph growth rate



COSTUMER FEEDBACK

RATING (1-5)



Overall Positive Feedback showing costumer satisfaction

RETURNS AND

We allow return and exchange within 7 days of delivery.
To ensure satisfaction of our customers



Return policy is valid all around the globe.
different Purchases the return time may vary.
Exchange policy is applicable on all products of a domin

EXCHANGES

Soletude®

ONLINE SALES PERFORMANCE

The website shows steady growth in online orders with peak sales during promotions and seasonal launches. User-friendly navigation have improved conversion rates. Traffic from mobile users is increasing, indicating strong customer engagement.

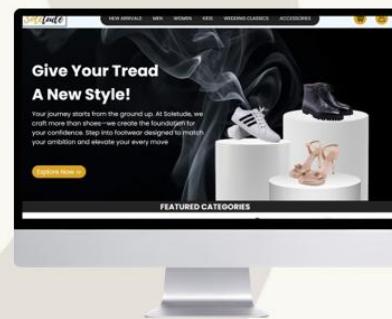


Soletude®

• Responsiveness

The website is completely responsive. The units used for making the website responsive are

- vh
- vw
- rem
- em
- vmax



DESIGN DECISIONS

• Colour Theme:

took inspiration from HushPuppies and liked the colour palate

• Layout and Structure:

we kept improving the layout until we got it to be an effortless experience for the user

• Font Style:

Font Poppins is used for professional appearance and readability



Soleitude®



REFLECTION AND NEXT STEPS



Reflections:

The shoe store project helped us understand customer preferences, inventory management, and effective visual merchandising.

Next Steps:

Expand product variety, strengthen online presence, and introduce customer loyalty programs to boost sales and engagement.

Solitude®



GitHub & LinkedIn Links



Group
Repository



[Faizan Ahmad](#)
[Abdullah Wasif](#)
[M Shoaib](#)
[Amama Ishaq](#)
[Duaa Javaid](#)

Live Demo of WebSite

Soletude

NEW ARRIVALS MEN WOMEN KIDS WEDDING CLASSICS ACCESSORIES

Give Your Tread A New Style!

Your journey starts from the ground up. At Soletude, we craft more than shoes—we create the foundation for your confidence. Step into footwear designed to match your ambition and elevate your every move

Explore Now ↗

HUB URL
FEATURED CATEGORIES

Soletude®

<https://github.com/dua123-maker/Group1-Business-Startup-Agency-Project>



QR SCAN

WEBSITE SCREENSHOTS

Soletude®

NEW ARRIVALS MEN WOMEN KIDS WEDDING CLASSICS ACCESSORIES

PRODUCTS

WATERPROOF SNEAKERS ★★★★★ PKR. 15,000	SNOWGRIP SNEAKERS ★★★★★ PKR. 12,500	INSULATED HIGH-SOLES ★★★★★ PKR. 16,000	LUXURY HIGH ANKLES ★★★★★ PKR. 14,500
WOMEN LUXURY LEATHER ★★★★★ PKR. 17,500	LEATHER HEELS ★★★★★ PKR. 25,000	TURKISH LEATHER BOOTS ★★★★★ PKR. 25,500	WOMEN ANKLE BOOTS ★★★★★ PKR. 20,500



NEW ARRIVALS MEN WOMEN KIDS WEDDING CLASSICS ACCESSORIES



Heels

Effortless elevation for day to night. Engineered for sophisticated style and wearable comfort.



PRODUCTS



NEW ARRIVALS MEN WOMEN KIDS WEDDING CLASSICS ACCESSORIES



Joggers

Playful designs for active little feet. Combining soft comfort with flexible support for all-day adventures.



PRODUCTS



LINKEDIN SCREENSHOTS

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Amama ishaq · 1st

--

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