

## **Project Design Phase-part 2**

### **Technical Architecture**

Team ID	NM2023TMID04230
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva

#### **Technical Architecture:**

The technical architecture for a sapling shop comprises a robust e-commerce platform, including a user-friendly website or mobile app, backed by a scalable database for product information, inventory, and customer data. Secure payment gateway integration ensures smooth transactions, while an inventory management system tracks stock levels and order fulfillment. A Customer Relationship Management (CRM) system enhances customer interactions and marketing efforts. Rigorous security measures, such as SSL encryption and firewalls, protect customer data and the platform. Reliable server infrastructure, content management, marketing tools, analytics, mobile app (optional), and third-party integrations enrich the ecosystem. Backup, scalability, and user support/training further optimize operations, while compliance ensures adherence to relevant regulations.

