**Title: E-Commerce Website BRS**

**Version: 1.0**

**Date: (Date)**

**1. Business Objectives:**

**1.1 Description:  
 The E-Commerce website aims to achieve the following business objectives:**

* **﻿Increase online sales revenue by 20% within the first year of launch.**
* **﻿Attract a minimum of 10,000 registered customers within six months.**
* **﻿Provide a user-friendly and responsive website to enhance the customer experience.**

**2. Target Audience:**

* **2.1 Description:  
   The website's target audience includes consumers interested in purchasing products online. This includes both tech-savvy individuals and those new to online shopping.**
* **2.2 Requirements:**
* **﻿The website design should be intuitive and easy to navigate.**
* **﻿Payment gateway integration should support various payment methods.**

**3. Competitive Analysis:**

* **3.1 Description:  
   A competitive analysis of other E-Commerce websites in the market should be conducted to identify strengths and weaknesses.**
* **3.2 Requirements:**

**: This site pulse-should be the to definite to competitors.**

**4. Marketing and Promotion:**

* **4.1 Description:  
   A marketing and promotion strategy should be implemented to drive traffic to the website and increase sales.**
* **4.2 Requirements:**
* **﻿The website should integrate with social media platforms for marketing purposes.**
* **﻿Special offers and discounts should be periodically offered to attract customers.**

**5. Security and Data Privacy:**

* **5.1 Description:  
   The website should prioritize the security and privacy of customer data.**
* **5.2 Requirements:**
* **﻿Customer data should be encrypted and stored securely.**
* **﻿Secure Socket Layer (SSL) certificate should be used for secure data transmission.**

**6. Integration with Third-Party Services:**

* **6.1 Description:  
   The website should integrate with third-party services for payment processing and shipping.**
* **6.2 Requirements:**
* **﻿Payment gateway integration should be secure and seamless.**
* **﻿Shipping options should be provided through reputable shipping providers.**

**7. Performance and Scalability**

* **7.1 Description:  
   The website should be able to handle high traffic and concurrent users without performance degradation.**
* **7.2 Requirements:  
   Load testing should be performed to ensure scalability and performance.**