**Website Development Brief – Tradexx: The Artisan Company**

**Project Overview**

Tradexx is a premium home décor brand based in Estepona, Spain. We specialize in handwoven kilims, marble lamps, tapestry cushions, and artisan-made furniture. We are creating a completely new website that will serve two audiences: **retail customers (B2C)** and **trade professionals (B2B)**.

The website must reflect our brand’s **elegant, natural, artistic, and boutique-luxury identity**, while providing a clean and functional experience for both types of users.

**Objectives**

* Launch a **dual-function website** with:
  1. A **B2C retail shop** where customers can browse and purchase products.
  2. A **B2B trade portal** where clients can reserve products on a **deposit basis**.
* Ensure **both B2C and B2B clients have login and account functionality**.
* Allow access to both portals from a **single, unified homepage**.
* Build a system that supports limited-time **campaign-based pre-orders** for trade users.
* Ensure the site feels **refined, minimalist, and premium**, with smooth UX and responsive design.

**Target Users**

* **B2C**: Expats and second-home owners in Spain, aged 40+, who value artisan craftsmanship and natural aesthetics.
* **B2B**: Interior designers, boutique stores, and concept showrooms primarily in Spain and Europe.

**Key Site Features**

**Login & Accounts (B2C and B2B)**

* Both B2C and B2B users must be able to **create an account and log in**.
* **B2C Users**:
  + Standard account registration
  + View order history
  + Track order status
* **B2B Users**:
  + Register/apply for a trade account
  + Admin approval required for access
  + Log in to access wholesale catalogue
  + Reserve items during campaigns
  + View reservation history and expected delivery status

**B2C Side (Retail Shop)**

* Homepage with product highlights
* Product pages with images, descriptions, price, and cart
* Standard checkout with Stripe or similar payment gateway
* Customer account creation, order tracking, and confirmation emails

**B2B Side (Trade Portal)**

* Login/signup with account approval for trade access
* Access to wholesale product catalogue (with no public pricing)
* Ability to reserve products **without paying upfront**
* Reservation logic: trade clients reserve items, and payment is only made after the item is sold in their store
* Admin backend to manage B2B clients, view reservations, and track campaign performance

**Campaign Feature**

* Example: **Insider’s Selection – Vol 1**
* Every few months, we launch a **6-week limited-time trade campaign**
* B2B users can view and reserve new, unreleased products during this period
* Campaigns include a countdown, availability tracking, and campaign-specific landing page
* Tagline: *“Your secret sourcing advantage starts now.”*

**Design Requirements**

**Overall Feel**

* Elegant, minimal, natural
* Artisan-driven with large imagery, earthy tones, and editorial style spacing
* Easy-to-navigate structure, with a smooth journey from homepage to either B2C or B2B areas

**Color Palette**

* **Primary**:
  + Black (#000000)
  + Ivory / Warm White (#FAF9F6)
  + Stone Grey (#BDB5AA)
* **Accent**:
  + Terracotta (#D38C6B) or Burnt Clay (#B05639)
  + Muted Gold (#C2A57F)
  + Olive Green (#7A8450)

**Typography**

* **Headings**: Serif font (e.g., Playfair Display, Cormorant Garamond)
* **Body text**: Clean sans-serif (e.g., Lato, Open Sans, or Inter)
* Typography should be elegant but highly readable

**Technical Requirements**

- The website must be structured in a way that allows an SEO expert to easily optimize metadata, headings, URLs, and content for search engines.

* Fully responsive for desktop, tablet, and mobile
* SEO-friendly structure
* Admin dashboard for:
  + Managing products (both retail and trade)
  + Monitoring reservations
  + Editing campaign pages
* Product image zoom functionality and multiple image support
* Newsletter subscription integration (Mailchimp or similar)
* WhatsApp integration (chat or contact)
* Secure login/account systems for both user types

**Deliverables**

* Complete functional website with B2C and B2B sides
* Admin panel for content and order management
* Testing and debugging
* Final handover with walkthrough of how to use admin tools

**Timeline**

8–10 weeks from the project start date

**Budget**

PKR 250,000  
**Full payment upon completion**

**Extras (optional but welcome)**

* Site loading speed optimization
* Basic on-page SEO setup
* Simple training video or document for using the backend

**Next Steps**

We will provide:

* Product photography
* Initial copywriting (you can use placeholder text for now)
* Reference websites if needed

Please share your:

* Tech stack recommendation
* 2–3 relevant past projects
* Timeline confirmation
* Any initial thoughts on how you'd approach this