

# Subscription System Overview

## 1. Subscription Plans

Plan	Price (per month)	Ads	Featured Ads	Visibility	Notes
Basic	\$9.99	10	-	Basic	Includes essential features
Pro	\$29.99	50	5	2x	Ideal for regular advertisers
Business	\$79.99	200	20	5x	Best for growing businesses
Enterprise	\$199.99	Unlimited	100	10x	Full access, top visibility

## 2. Payment Methods

Payments are accepted via:

- Credit/Debit Cards (Stripe)
- PayPal
- Razorpay

## 3. Electronic Invoices

Automatically generate and email PDF invoices to users after successful payment. Invoices include all transaction and plan details.

## 4. Financial Reports

Admins can track key business metrics:

- Monthly Recurring Revenue (MRR)
- Customer Lifetime Value (CLV)
- Churn Rate (subscription cancellations)
- Active Subscribers

## 5. Premium Ad Features

Subscribers enjoy exclusive benefits:

- Featured/Highlighted Ads: appear first in listings
- Extended Ad Duration: up to 90 days
- Priority Boost: appear more frequently in search results
- Auto-Renewal: renew plans automatically

## How Users Use It

Step 1: Subscribe to a Plan

1. Log in to account

2. Go to Menu → Subscription Plans
3. Compare the 4 available plans
4. Click 'Subscribe Now' on chosen plan
5. Enter payment details (Credit Card / PayPal)
6. Complete payment
7. Instantly unlock premium features

#### Step 2: Create Premium Ads

1. Post a new ad
2. System automatically applies plan benefits:
  - Featured Ads → appear at the top
  - Priority Boost → shown more often
  - Extended Duration → stay active longer
3. Everything happens automatically based on the user's plan

#### Step 3: View Subscription & Invoices

- Go to Menu → Subscription
- View current plan and usage statistics
- Download PDF invoices
- Upgrade, cancel, or resume subscriptions anytime

## How Admins Use It

### Admin Dashboard Access

1. Admin logs in
2. Go to Admin Menu → Payments → Subscriptions
3. Dashboard displays:
  - Total subscription plans: 4
  - Active subscribers count
  - Monthly recurring revenue (\$\$\$)
  - Churn rate (% cancellations)

### Admin Capabilities

- View all subscribers and their active plans
- Identify most popular plans
- Track revenue (monthly & yearly)
- Generate financial reports
- Manage subscription plans (edit prices/features)
- View payment transactions
- Send invoices manually if needed