

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