Template 5

Business Goals For E-Commerce Clothing Store

Introduction:-

An e-Commerce website focused on clothing sales aims to provide customers with a convenient and reliable platform to purchase modern, stylish and high-quality apparel online.

The platform will cater to users seeking casual, formal and customizable clothing options for all age groups. It will offer to user frequent sales and discounts, especially during festivals.

Goals and objectives

Business Goals:

1) Provide high quality clothing accessible online.

2) Ensure smooth user experiences through a user-friendly interface.

User Registration & Login

* Easy sign up with email, phone or social accounts

Secure payments

* Easy Paisa, Jazz Cash, Bank Transfer, Credit / Debit Cards

Schema

⇒ user

Field Name	Description
User ID	Unique identifier for each user
Name	Full name of the Customer
Email	user email address
Phone No	Customer Phone no
Address	Customer Address Delivery order

3) Build trust by integrating secure payment methods.

4) Offer discounts and promotions during festivals and sales events.

Target Audience

Families seeking affordable and stylish clothing.

Fashion trendy options

kids Fashion

youngs Fashion

key Features of E-Commerce Platform

Core Features

Product Catagories:

Men's Wear (shirts, Trousers, Suits)

Women's Wear (Dresses, Tops, Skirts, kurtis)

kid's Wear (T-shirt, shorts, shalwar kameez)

= Order:

Field Name	Description
Order ID	Unique identifier for each order
Customer ID	Linked Customer
Order Date	Date when the order was placed
Total Amount	Total Cost of the ord
Order Status	Order Status (Pending, Shipped, Delivered.

⇒ Payments

Field Name	Description
Payment ID	Unique payment identifi
Amount	Total payment amount
Payment Method	Payment Method use Credit Cards)

=> Product

Field Name	Description
Product ID	Unique identifier for each product.
Name	Name of the product
Category	Category of the product Men's wear, Women wear and Kids wear
Price	Price of the product
Quantity	Quantity of the product available
Size/color	Variation eg Size, color of the product

Conclusion :-

This e-commerce business plan focuses on simplifying the online clothing shopping experience By integrating features like AR-based Virtual Try-On multiple payment options, and festive promotions, the platform ensure customer satisfaction and builds loyalty.

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