

Assignment 3 - Project Design & Setup Milestone

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Group: SE-2413

Topic: Kazakh Aliexpress

1. Project Overview and Relevance

The Kazakh e-commerce market is experiencing rapid expansion, yet existing platforms present significant gaps. International platforms like AliExpress, Temu, Pinduoduo and Amazon offer variety but suffer from slow delivery times, high shipping costs, and lack of local trust. Domestic platforms like Kaspi.kz and Wildberries.kz, TEEZ and others provide faster delivery but have limitations in seller diversity and product variety.

Kazakh Aliexpress[Kazakh@express] addresses these market gaps by creating a localized marketplace specifically tailored for Kazakhstan. Our platform will:

- Support local Kazakh sellers with low barriers to entry
- Offer faster delivery and lower shipping costs compared to international platforms
- Provide dual-language interface (Kazakh and Russian) with local payment methods
- Promote cultural, regional, and traditional products
- Ensure structured, verified product listings for buyer safety
- Deliver high performance even on lower-bandwidth mobile networks common in rural regions

<u>Competitive Analysis</u>				
Market Positioning				
Feature	Kaspi.kz	OLX.kz	TEEZ	Kazakh Aliexpress
Primary Focus	Ecosystem/Fintech	Classified Ads	Fast Logistics	Localized Global Model
Trust Factor	Extremely High	Low (High Scams)	Medium	High (Verified Sellers)
Price Point	Premium/Fixed	Bargain/Negotiable	Mid-Range	Competitive/Bulk
Seller Variety	Limited (strict requirements)	Unstructured	Warehouse-limited	Wide (decentralized)
Delivery Speed	Fast (local)	Varies	1-day (warehoused items)	Fast (local network)
Tech Stack	Closed/Proprietary	PHP/Legacy	Modern	Go (Scalable/Fast)
International Variety	Limited	Low	Limited	Curated selection

Competitive Differentiation

AliExpress

Strengths: Large variety, global reach

Weaknesses: Slow delivery, weak local support, no Tenge integration

Our Advantage: Local logistics, trusted interface, regional filtering by city

Kaspi.kz

Strengths: Trusted platform, local payment integration, fast delivery

Weaknesses: Limited seller options, complex interface, strict merchant requirements

Our Advantage: Flexible entry for smaller sellers, focus on "long-tail" affordable daily goods and niche products

Wildberries.kz

Strengths: Local presence, faster delivery

Weaknesses: Limited seller options

Our Advantage: Wider seller network, traditional and regional product promotion

OLX.kz

Strengths: Large user base, bargain prices

Weaknesses: High scam rate, unstructured data, lack of verification

Our Advantage: Structured relational database (PostgreSQL), verified sellers, standardized and searchable listings

TEEZ

Strengths: 1-day delivery via specialized warehouses

Weaknesses: Limited to warehoused inventory

Our Advantage: Decentralized model enabling wider variety including traditional crafts, regional specialties, and niche products

Market Opportunity: Create a platform combining fast local delivery, Kazakh-friendly interface, verified seller network, and a curated selection that bridges international variety with local trust and speed

Target Users

- **Primary**: Kazakh citizens aged 18–45 who prefer online shopping.
- **Secondary**: Local SMEs and individual sellers.

1.4 Planned Features

- **User Features:**
 - Product browsing and search by category.
 - Ratings, reviews, and wishlist.
 - Secure checkout and multiple payment options.
 - Order tracking and notifications.
- **Seller Features:**
 - Product listing and inventory management.
 - Sales analytics dashboard.
 - Promotions and discount management.

- **Admin Features:**
 - User and product management.
 - Payment and delivery tracking.
 - Analytics for business insights.

2. Architecture & Design

System Architecture

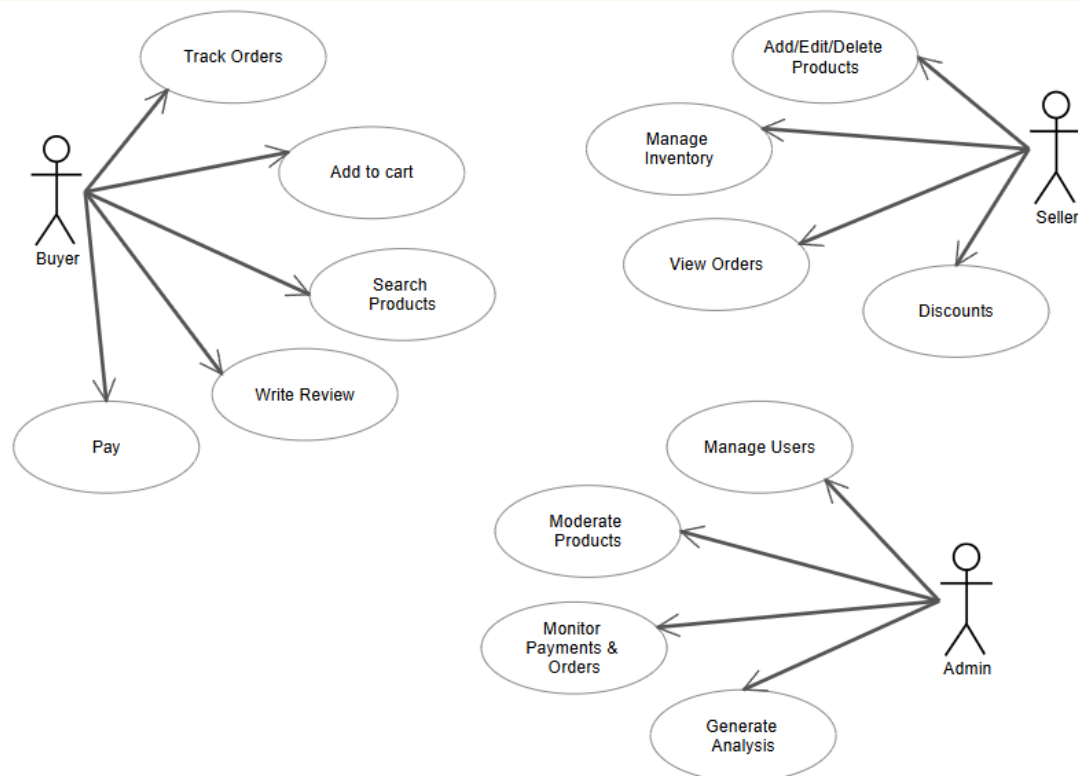
- **Monolithic Architecture** for initial development.
- **Modules:**
 - **User Module:** Authentication, profile management.
 - **Product Module:** Product listing, search, reviews.
 - **Order Module:** Cart, checkout, order tracking.
 - **Payment Module:** Payment processing, receipts.
 - **Admin Module:** User, product, and analytics management.

Data Flow

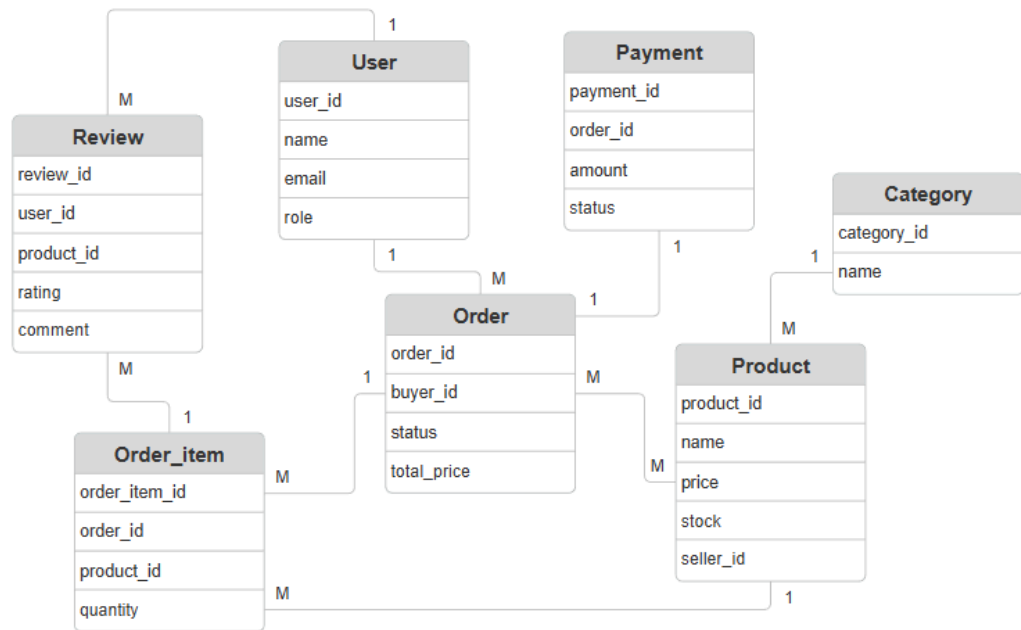
1. User browses products.
2. User adds items to cart.
3. Checkout triggers payment module.
4. Order details updated in database.
5. Admin can monitor orders and manage data.

Diagrams

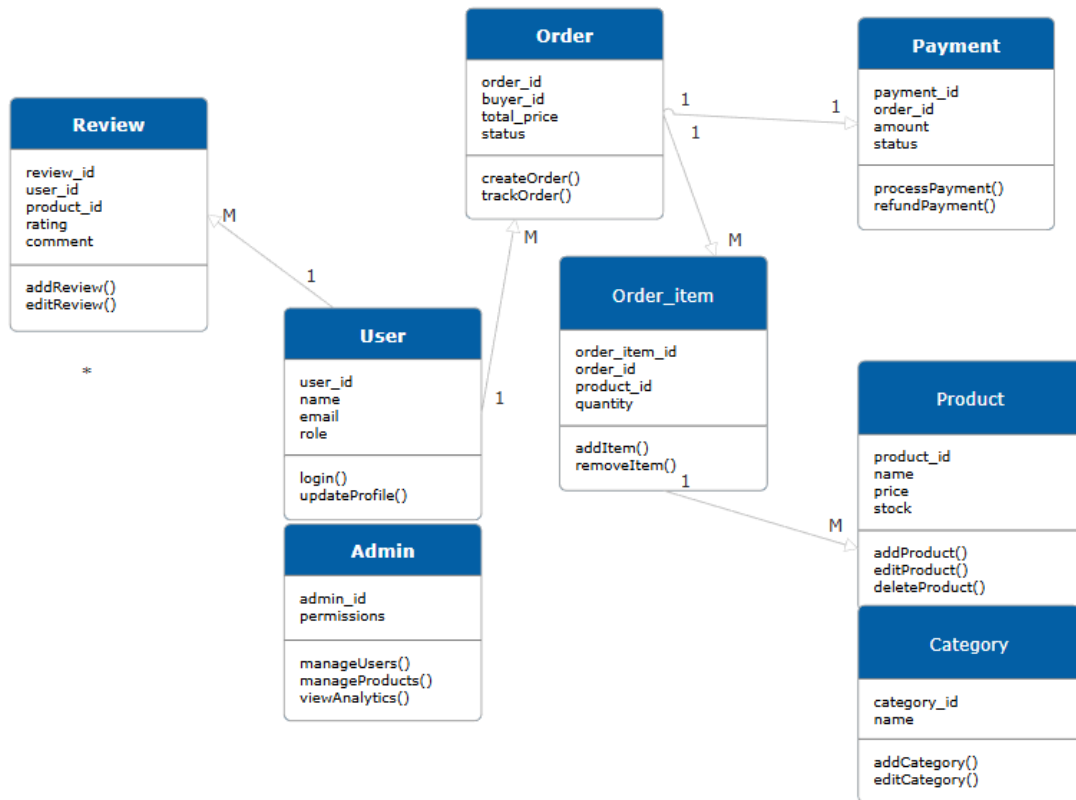
- **Use-Case Diagram:** Users, Sellers, Admins interact with system.



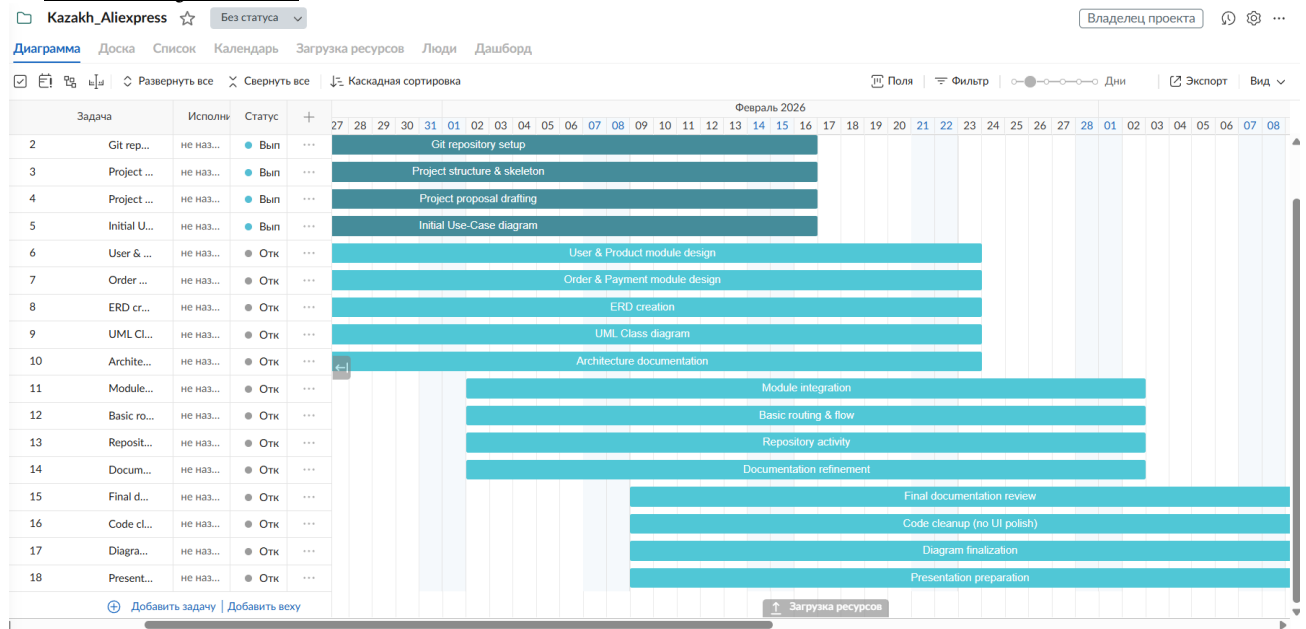
- **ERD:** Users, Products, Orders, Payments, Reviews.



- **UML Diagram:** Classes for User, Product, Order, Payment, Admin.



3. Gantt Project Plan



4. Git Repository Setup

Link: https://github.com/NurkhuzhayevaShinaray/kazakh_alieexpress.git

Repository Structure:

