***Project:Kazakh AliExpress***

1. ***Why this topic was chosen.***

The reason for choosing this topic was our interest in the field of marketing. Because it is easier for us to present our project in this form. We also want to contribute to our Kazakhstan through this site and make it acceptable in the future in the field web marketing.

1. ***Project auditory.***

Our audience is for people of any age categories. Since the site has a wide range of products

***3. Project features.***

The main task of the administrator is to check requests, add, delete, change, can calculate the total profit and functions of an ordinary user. The administrator enters the system through login and password.

The user, in turn, can observe the sorting of the search, add products to the basket, select a category. The user can delete the goods as a guest. And the buyer will have an account for ordering goods.

There will be a tab “Sellers” on the site, with which the user can register as a seller and provide his products to other users. Thus, each person can promote their business just sitting at home. This at one time develops the social structure of the country. The seller can add, delete only his product. When the seller adds the product, he indicates the category, price and characteristics. And also the seller can make stocks, various coupons for buyers.

***4. Similar projects in Kazakhstan and to which extent your app can be competitive against these projects.***

Similar projects are sites such as Olx.kz. Our advantage is free trade between cities, countries. There are no frames. Anyone can become a seller and promote their products. If you look at the competitiveness of our project, this is a little compared to other sites below, since we recently started learning python, but in the future, after graduation, we hope that we can create a competitive site.