



# **Zapatrends Sneaker Store Development**

A Strategic E-commerce Initiative

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## **1. FORMULATING PROJECT GOAL**

### **1.1 OBJECTIVE:**

The objective of this project is to design, develop, and successfully launch a fully functional online store focused on the sale of sneakers. The store will feature a modern, user-friendly interface and will integrate automated systems for managing products, processing payments, and handling orders efficiently. The entire development process is expected to be completed within a 4-month period.

The project aims to implement basic digital marketing strategies to attract traffic, with a specific goal of reaching at least 200 unique visitors per week during the first month after the store goes live.

### **1.2 SMARTER:**

- **S (Specific):** Develop an e-commerce website dedicated to the sale of sneakers, targeting fashion-conscious and athletic consumers.
- **M (Measurable):** Launch completed within 4 months, with a goal of reaching at least 200 unique weekly visitors after the first month after launch.
- **A (Achievable):** Implemented using accessible platforms such as WordPress or WooCommerce, ensuring manageable development and deployment.
- **R (Relevant):** Aligned with current e-commerce growth trends and increasing demand for online sneaker purchases.
- **T (Time-bound):** Project timeline set from May to August 2025.
- **E (Exciting):** Offers real-world business potential with opportunities for revenue generation and brand growth.
- **R (Recorded):** All plans, timelines, and deliverables are thoroughly documented and tracked for accountability.

## 2. PROJECT CARD

PROJECT CARD	
Project Name	Zapatrends
Information	
Project Manager	Javier Ibisate jibi@gmail.com
Project Sponsor	Pablo Barrero pbarr@gmail.com
Main User	Juan Medio jmedio@gmail.com
Main Supplier	Pedro Ramirez pram@gmail.com
Project Id	0129
Schedule	
Start (date)	1.05.2024
Finish (date)	31.08.2025
Project duration	4 months
Project Scope	
<ul style="list-style-type: none"><li>▪ Conducting an analysis of the online sneaker market to identify current trends and customer preferences.</li><li>▪ Identifying the needs and expectations of the target audience for an online sneaker store.</li><li>▪ Developing a concept for the store, including essential e-commerce functionalities and branding elements.</li><li>▪ Designing and building the final version of the sneaker e-commerce website.</li><li>▪ Launching the website with an initial product inventory and supporting marketing efforts.</li><li>▪ Introducing the store to the market and closely monitoring its initial performance.</li></ul>	

### **Project Products**

- Development of comprehensive documentation including:
  - Business and functional requirements for the sneaker store.
  - Store concept, site structure, and design mockups.
  - Technical documentation for website development.
  - User manuals and content management guidelines.
- Defined requirements for the design, development, and hosting teams.
- A detailed list of resources required to build and maintain the online store like tools, platforms, content assets.
- Signed contracts or agreements with third-party service providers such as payment gateways, hosting, suppliers.
- Testing and acceptance reports for website functionality and third-party integrations.

### **Business Goals**

- Establish a strong online presence for a sneaker-focused brand by launching a professional e-commerce platform.
- Attract at least 200 unique weekly visitors one month after launch.
- Generate first online sales within two weeks of the website going live.
- Build a recognizable brand identity through consistent design, product curation, and user experience.
- Develop a scalable digital infrastructure to support future product expansion and marketing initiatives.
- Achieve profitability within the first 12 months by optimizing conversion rates, controlling costs, and leveraging customer feedback.

### **Business Case**

The growing popularity of e-commerce and the rising consumer demand for exclusive, fashion-forward sneakers have underscored the need for a dedicated online platform specializing in sneaker sales. While major marketplaces do exist, they often lack a curated experience centered on sneaker culture and limited-edition releases. Additionally, many small retailers struggle to deliver a user-friendly and trustworthy shopping environment. Launching a specialized online sneaker store will not only address these market gaps but also establish a solid foundation for brand growth, customer loyalty, and long-term business development within the fashion and streetwear industry.

### **Consequences of not accepting the project for implementation**

Failure to implement the online sneaker store project could result in missed opportunities within the rapidly expanding digital retail market. Without a strong online presence, the company risks falling behind competitors who are actively engaging customers through e-commerce channels. This may lead to reduced brand visibility, limited customer reach, and continued reliance on traditional or less effective sales methods. Over time, such limitations could weaken the company's competitive position, hinder revenue growth, and create the perception that the brand is outdated or unresponsive to evolving market trends and consumer expectations.

### **Budgets and Benefits**

<b>Budget:</b>	50K USD
<b>Additional incomes:</b>	5K USD
<b>Cost savings:</b>	-
<b>Net Present Value (NPV):</b>	10K USD
<b>Return rate (IRR):</b>	20%
<b>Return period:</b>	3 years

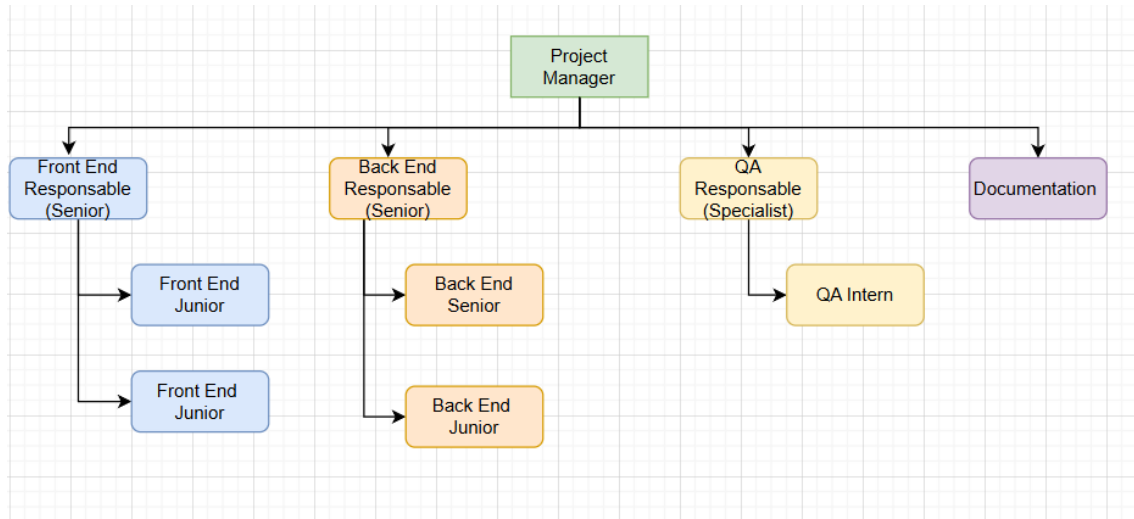
### **Project Benefits**

- Introduction of a new product in the company's portfolio
- Acquisition of new customers through digital marketing.
- Boost company's position in the online retail and sneaker market.
- Expanding market share in the fashion and streetwear segment.
- Enhancing the brand image as modern and trend-oriented.
- Increasing revenues and overall net profit through e-commerce sales.

### **Main phases and milestone**

**01.05.2025** – Project kickoff.  
**15.05.2025** – User interviews and initial requirements gathering.  
**31.05.2025** – Finalization of wireframes and prototypes.  
**30.06.2025** – Backend and frontend base structure completed.  
**31.07.2025** – Core features implemented.  
**15.08.2025** – Full system integration and internal testing.  
**31.08.2025** – User Acceptance Testing (UAT) completed.  
**15.09.2025** – Final bug fixes and adjustments.  
**30.09.2025** – Production deployment and store launch.

### 3. PROJECT TEAM



The project team consists of 10 skilled individuals, each contributing their expertise to ensure the online sneaker store is a success. Leading the team is our **Project Manager**, who oversees planning, coordination, and ensures the project stays on track to meet its goals.

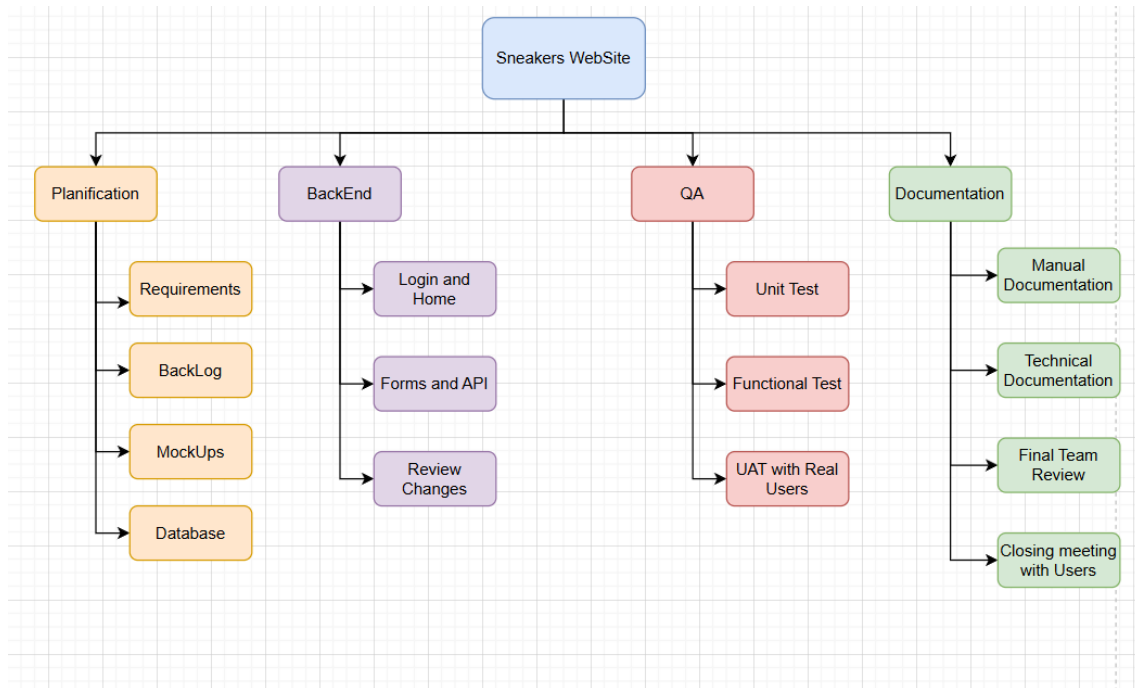
The **Frontend team** includes a **Senior Developer** and two **Junior Developers**, focused on creating an intuitive and visually appealing user interface.

The **Backend team** has two **Senior Developers** and one **Junior Developer**, responsible for developing the core system, managing the database, and ensuring everything functions seamlessly.

Quality assurance is handled by a **QA Specialist** and a **QA Intern**, who conduct thorough testing to guarantee the application's performance and reliability.

Lastly, our **Technical Writer** creates clear and detailed documentation for both users and developers, helping to ensure everything is well-documented and easy to understand.

## 4. WORK BREAKDOWN STRUCTURE



**Planification** phase includes gathering requirements, creating the backlog, designing mockups, and setting up the database structure.

**BackEnd** development begins with the login and home features, followed by building the forms and connecting them to the API, and finally reviewing and adjusting changes.

**QA** team conducts unit testing, functional testing, and user acceptance testing (UAT) with real users to ensure quality and usability.

**Documentation** involves creating user manuals, technical documentation, reviewing the final deliverables with the team, and holding a closing meeting with users.