RootsReach – Brief Execution Document

# 1. Vision

RootsReach aims to empower homemakers and women entrepreneurs by providing them with raw materials, knowledge, and a digital platform to create and sell homemade products such as dhoopbatti, home décor items, and more. It addresses the challenges of material access, product promotion, and distribution.

# 2. Objectives

- Provide raw material kits to women at affordable prices.  
- Offer tutorials and training for creating high-quality homemade products.  
- Enable women to list their finished products for sale on a digital platform.  
- Create two types of buyers: Distributors (bulk) and Direct Consumers (retail).  
- Recognize and support top-performing women with LoRs and offline stall opportunities.

# 3. Key Features

- Raw Material Section: Bulk kits with usage guide and tutorial.  
- Product Listing: Women can list their homemade products.  
- Buyer Flow:  
 • Distributors can place bulk orders.  
 • Consumers can purchase individual items.  
- Tutorial Section: Embedded videos or written guides.  
- Recognition System: Monthly LoRs for top performers.  
- Offline Support: Opportunity for top sellers to access physical stalls.

# 4. Team Structure & Roles

- Rohit (Frontend - React.js): Responsible for designing UI/UX, raw material pages, product listing interface.  
- Hriday (Backend - Node.js/Express): Builds APIs for users, products, orders, ratings, and admin logic.  
- Umaid (UI/UX & Frontend Support): Designs user-friendly screens and improves visual hierarchy.  
- Ansh (Content & DB Management): Handles tutorials, written content, and MongoDB schema creation.

# 5. Phase-wise Execution

Phase 1: Basic Web Solution (MERN)  
 - Raw material page with listing & filters.  
 - Product listing feature for sellers.  
 - User login & signup.  
  
Phase 2: Tutorials & Buyer Flows  
 - Add embedded video tutorials.  
 - Create Distributor and Consumer views.  
 - Order placement logic.  
  
Phase 3: Recognition & Offline Link  
 - Create top-seller tracking logic.  
 - Auto-generate LoRs (PDF).  
 - Connect with offline opportunities.  
  
Phase 4: Scale & Mobile (Optional)  
 - Begin React Native version.  
 - Add payment integration.  
 - Build analytics dashboard.