

Feasibility report

This feasibility report evaluate the technical, financial, and market feasibility of an e-commerce store for Nike shoes. The project aims to provide an optimized shopping experience, streamline order fulfillment and integrate multiple payment methods.

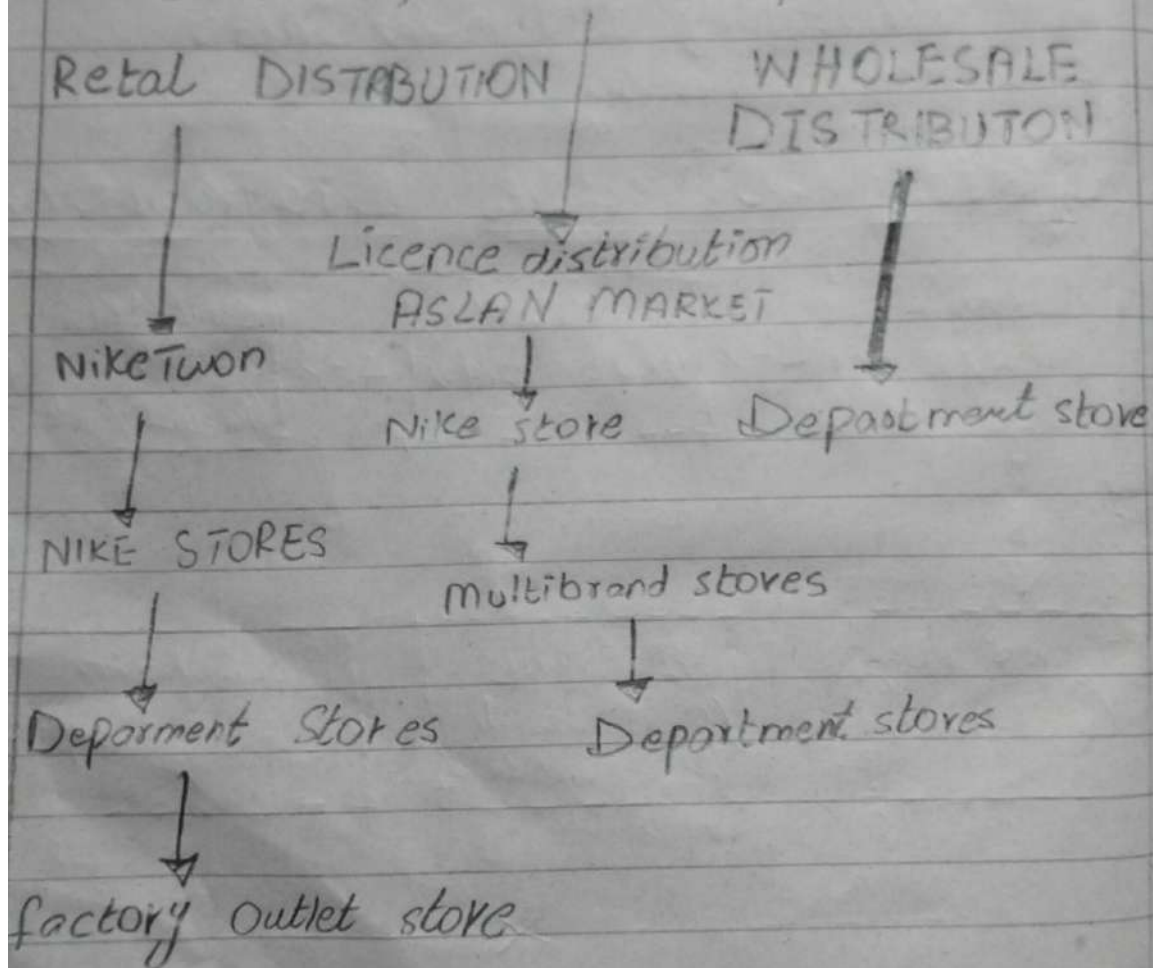
Financial Feasibility:

Expense Category	Estimated Cost (₹)
Website Development	200,000/-
Hosting & Domain	20,000/-
Marketing & Ads	50,000/-
Payment Gateway Integration	30,000/-
Miscellaneous	20,000/-
Total	320,000/-

Nike Marketing Mix



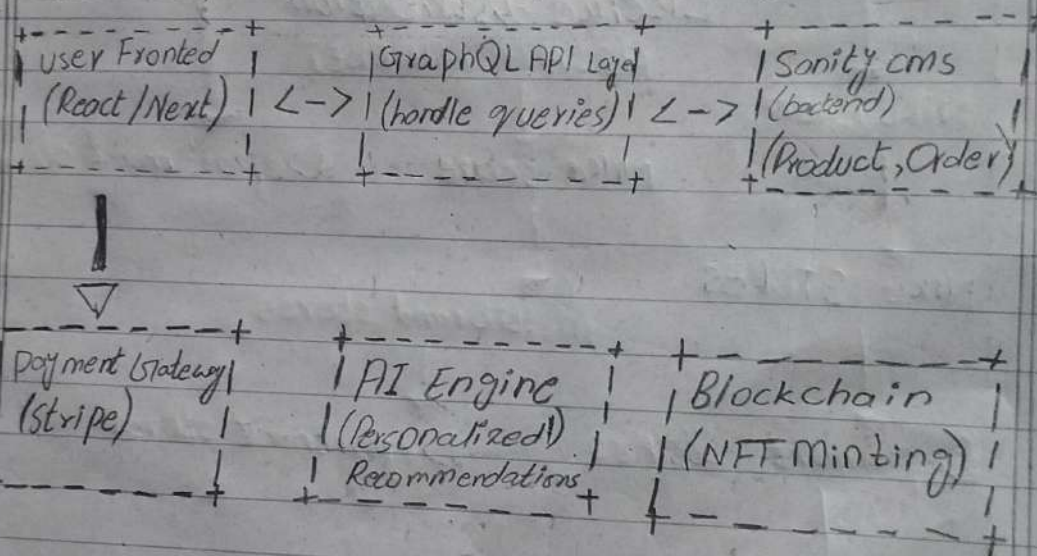
SUPPLY Chain of NIKE



Conclusion:

This updated Proposal integrates cutting-edge technologies, advanced system architecture, and industry best practices to create a top-tier Nike-shoes e-commerce platform. The focus on user experience, security, scalability and seamless integration ensures the platform will not only meet but exceed customer expectation. With these enhancements, the platform will serve as a highly performant and future-proof solution for Nike's e-commerce needs.

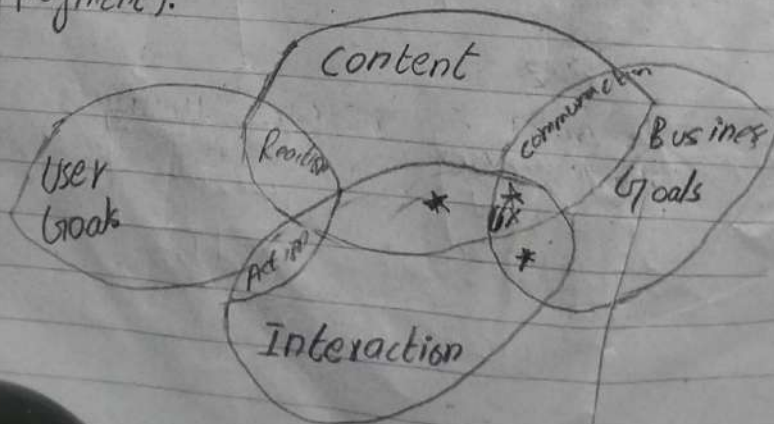
* System Architecture Diagram Overview



2 | Submission & Documentation Guidelines:

• Deliverable:

- **System Architecture Diagram:** Clear, high-level visual representation of how the components of the platform interact
- **API Documentation:** Interactive API documentation generated via tools like Swagger UI or Postman for developers to easily test and integrate.
- **Sanity Schema Documentation:** A concise explanation of how data is structured in Sanity CMS, detailing each field and its purpose.
- **Demonstration Video:** A polished, short video showcasing the complete shopping experience (Product selection, Order Checkout, Payment).



Version Control & Collaboration:

• GitHub Repositories:

All code will be managed on GitHub using Gitflow workflow, ensuring efficient collaboration and clear version tracking. Include detailed README files, documenting installation steps, architecture decisions, and usage instructions.

• Collaboration Tools:

- Slack for real-time communication among the development team, ensuring immediate feedback and issue resolution.
- Figma or Sketch for UI/UX design, allowing all team members to collaborate visually.

• Future Enhancements:

- AI-Driven Dynamic Pricing: Implement algorithms that adjust product price based on demand, stock level, and user behavior.

Augmented Reality Integration: Allow customers to virtually try on shoes using AR for more interactive experience.

- Subscription Box Service: Introduce a subscription service.

5 Sanity Schema Design for E-commerce:

• Product Schema:

```
export default {
```

```
  name: 'Product',  
  title: 'Product',  
  type: 'document',
```

```
  fields: [
```

```
    { name: 'name', type: 'string' },  
    { name: 'Price', type: 'number' },  
    { name: 'size', type: 'array', of: [{ type: 'number' } ] },  
    { name: 'color', type: 'string' },  
    { name: 'description', type: 'text' },  
    { name: 'stock', type: 'number' } ] ];
```

• Order schema:

```
export default {
```

```
  name: 'order',  
  title: 'order',  
  type: 'document',
```

```
  fields: [
```

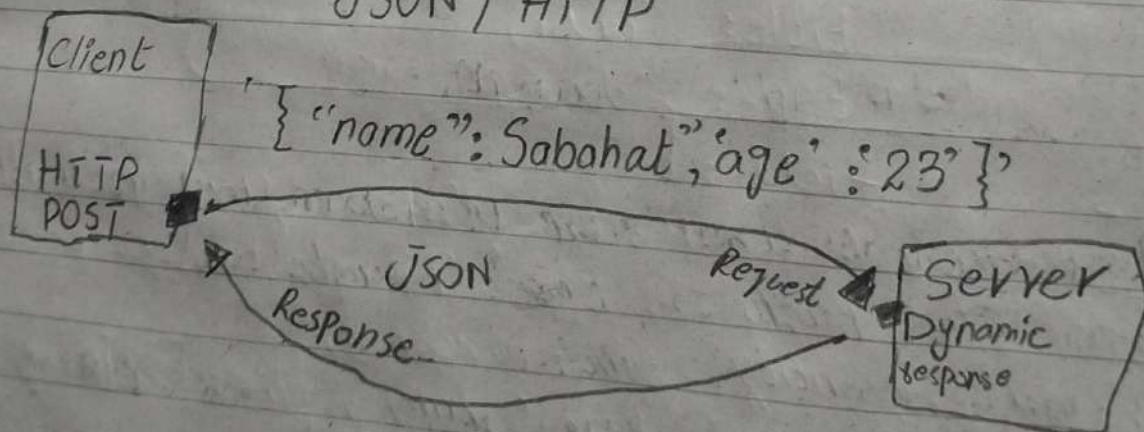
```
    { name: 'customer', type: 'reference', to: [{ type: 'user' } ] },  
    { name: 'Product', type: 'reference', to: [{ type: 'Product' } ] },  
    { name: 'quantity', type: 'number' },  
    { name: 'Status', type: 'string', options: { list: [ 'Pending',  
      'shipped', 'Delivered' ] } },  
    { name: 'totalPrice', type: 'number' }  
  ];
```

API Requirement & Specification

API Endpoints:

- GET /Products: Retrieve Product listing based on user-defined filter such as price range, size, and color.
- POST /Orders: Create a new order, including payment details and shipping info.
- GET /order/{Order_id}: fetch the details of a specific order for customers and admin users.
- POST /user/review: Allow users to post a review for a purchased product, including ratings and text feedback.

JSON / HTTP



name : Sabahat
age : 23

Backend Technologies:

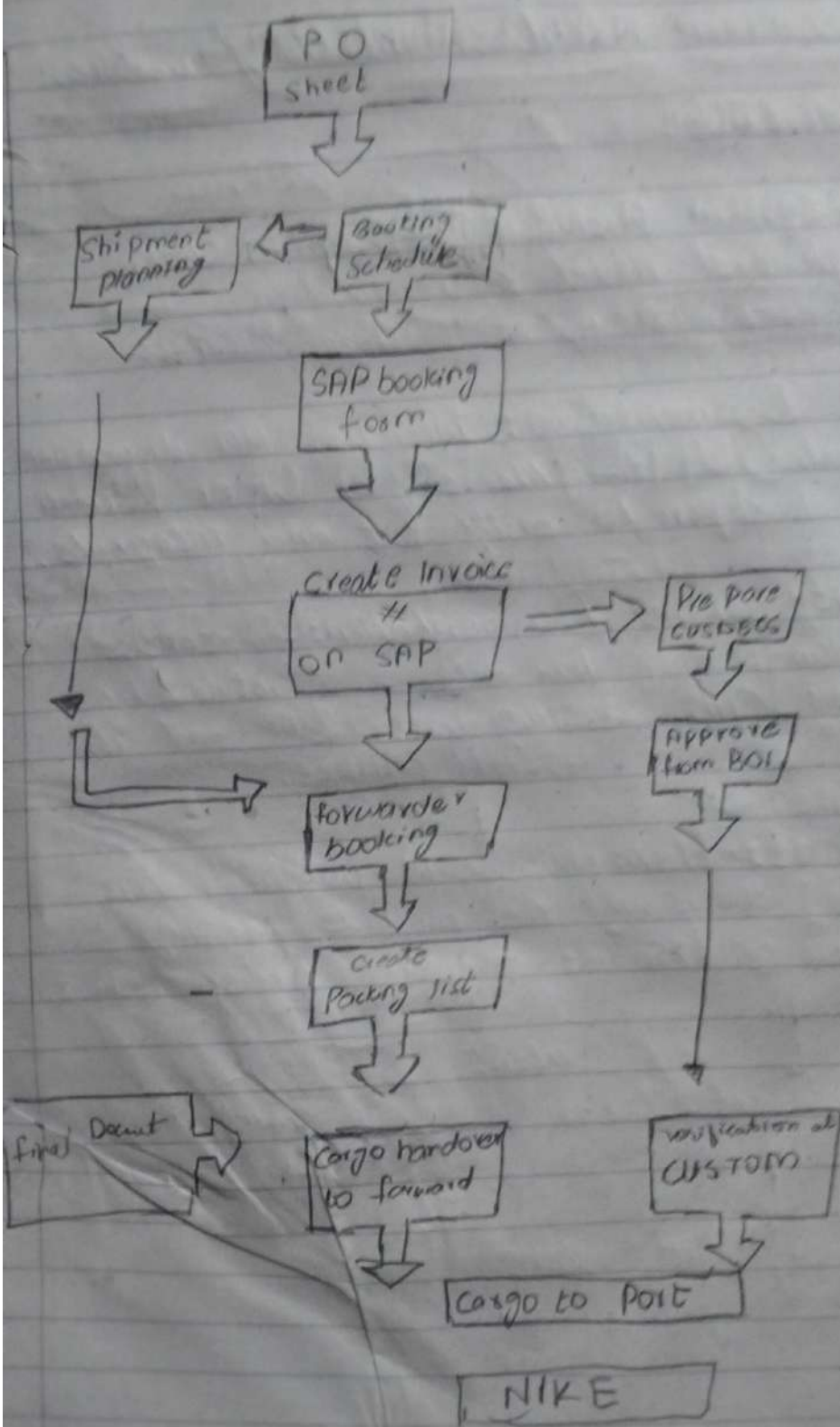
- Sanity CMS: for managing product data, inventory, and customer profiles. its real-time collaboration features and customizable content schemas make it ideal for dynamic, flexible e-commerce needs.

- GraphQL API: A flexible, optimized query language for API interactions. It will fetch data from sanity CMS and external APIs in an efficient manner, ensuring the frontend only loads the data it needs.

- Payment Gateway Integration: stripe API for secure, seamless payment processing, supporting various payment methods like credit/debit cards Apple Pay, and Google Pay.

Security & Performance:

- JWT Authentication: Secure user login and registration using JWT tokens for stateless authentication, protecting sensitive data.
- API Rate Limiting: Implement rate-limiting mechanisms to prevent abuse of the platform's APIs, ensuring fair use and protecting system resources.



Admin Features: Product & Order Management

- Admins can easily manage products, inventory levels, pricing, and customer orders through the sanity CMS backend.

Analytics Dashboard:

- Provide comprehensive insights on sales trend, top-selling products, customer demographics, and behavior patterns using business intelligence tools like Power BI or Tableau.

Advanced System Architecture & Design:

Frontend Technologies:

- Next.js: Optimized performance with server-side rendering and static site generation for better SEO and faster load times.
- React: For dynamic, reusable components and an engaging user interface.
- Tailwind CSS: for modern, responsive design with a utility-first CSS framework.
- PWA: Progressive Web App capabilities for offline functionality and push notifications, enhancing mobile first experience.

Key Features of the Platform:

User Features:

● Personalized Shopping Experience:

- Use machine learning algorithms to recommend products based on past purchases and browsing behavior.
- Show personalized content, discount, and offers tailored to individual preference.

Real-Time Inventory Management:

- Ensure stock levels are updated dynamically using find the perfect pair of shoe quickly.

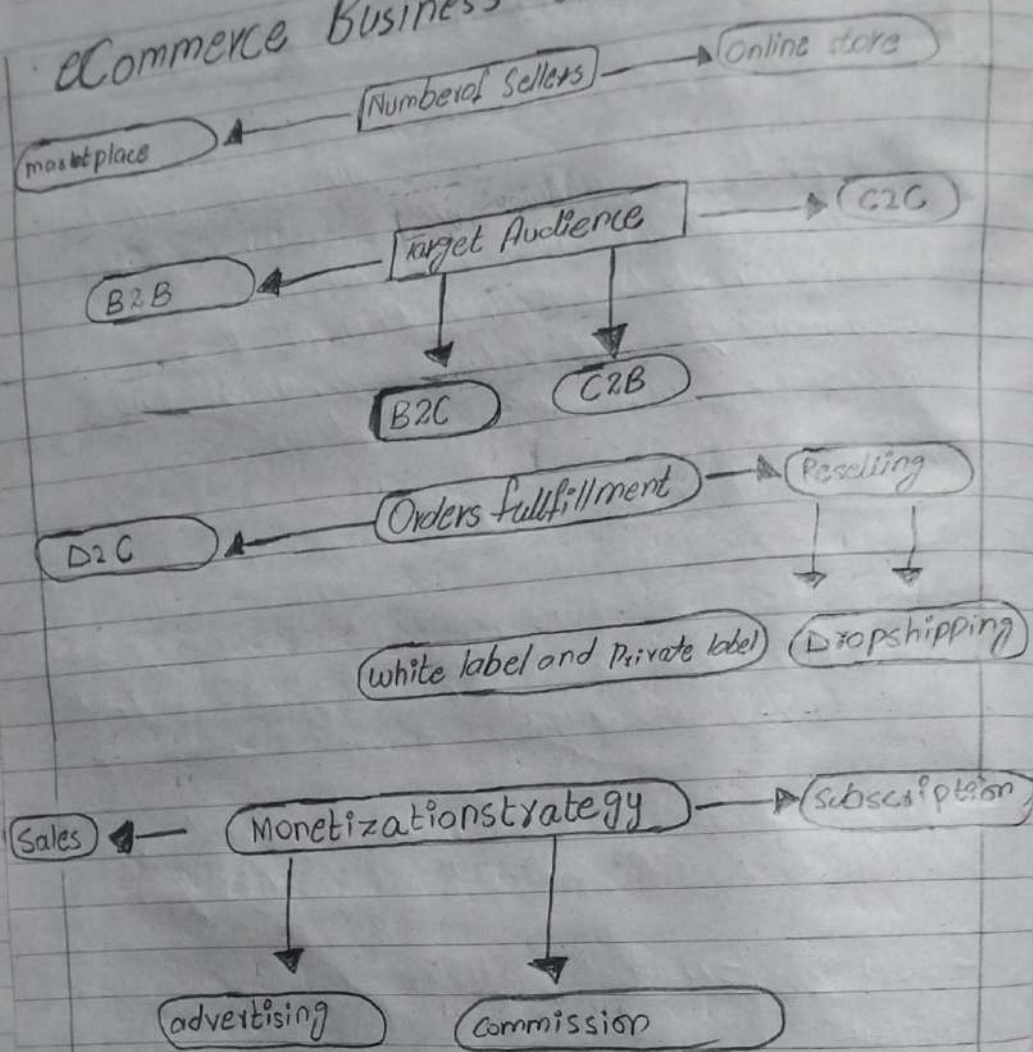
● Customer Reviews & Social Proof:

- Let user share their opinions on product, integrating rating and reviews for a trusted and authentic shopping experience.

● Loyalty & Rewards Program:

- Offer rewards such as discount points, early access to new collections, and special Nike Promotions for loyal customers.

eCommerce Business Models Depend on:



Now we will cover every approach comprehensively, so let's start.

2nd Day

Sabhat: Wed 7 to 10

16-1-2025

Professional Proposal for Nike shoes E-commerce Platform:

1. Project Overview

Objective:

To build a high-performance, scalable e-commerce platform will emphasize seamless user experience, personalized features, and real-time backend for a flawless shopping journey.

Target Audience:

Individuals who value fast shipping, personalized recommendations, and seamless online shopping experience, including both casual buyers and passionate Nike fans.

Business Goal:

Deliver a robust market place that generate revenue through product sales, promotional events, and customer loyalty. Focus on performance, user experience, and business scalability.

Wish bussiness model



store registration
fee- \$2000 & their
only fulfillment
location is Pakistan



commission for
merchants up
to 15% per
sale



Paid Promotion
campaigns
set a budget on
their own