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University**
Kolhapur, Maharashtra



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NOVA FORGE

Shri Shahaji Chh. Mahavidyalaya Dasra Chowk, Kolhapur

Team details:-

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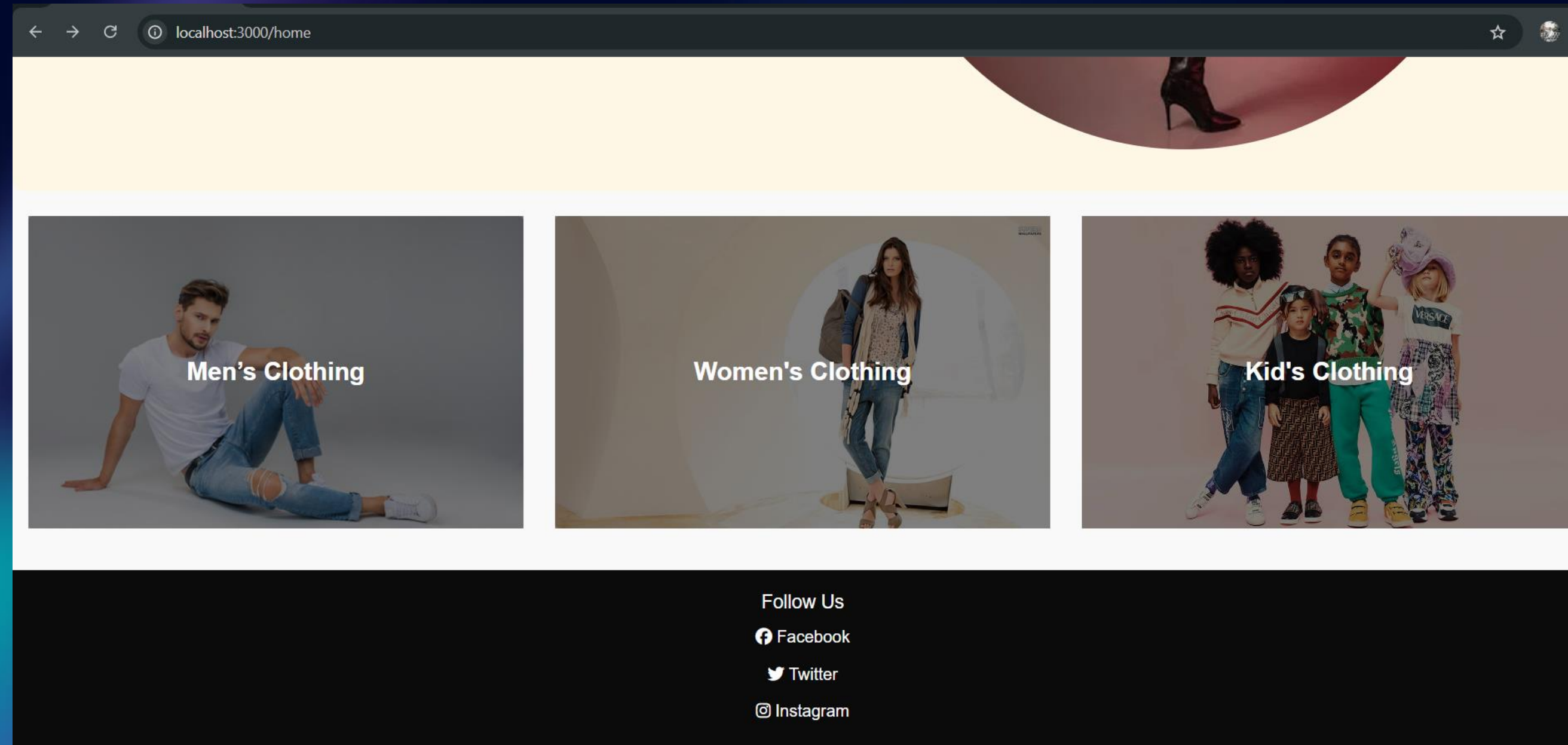


Problem Statement:

The modern consumer faces a fragmented shopping experience with inconsistent quality and high costs. This e-commerce platform provides a seamless, user-friendly interface offering affordable, high-quality clothing for all demographics.



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Scope and Objectives:

The website aims to offer a diverse range of clothing items (men's, women's, and children's wear) with multiple filtering options, easy navigation, and personalized recommendations to enhance the user experience.



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THE CONCEPT OF **UNIQUE SELLING PROPOSITION** EXPLAINED



Shiprocket

Unique Selling Proposition (USP):
Eco-friendly materials, and an inclusive size range to cater to every body type.



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Customer-Centric Approach:

With features such as fast shipping, and a responsive customer service system, the platform is built to ensure customer satisfaction at every stage of the purchase process.

**CUSTOMER
CENTRIC
STRATEGY**



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Future Growth:

Plans to integrate AI-driven styling recommendations, augmented reality for virtual try-ons, and expanded international shipping options to scale the business globally.