

E-Commerce Website Proposal

Overview

This proposal outlines three e-commerce website development packages, each tailored to different business needs and budgets. Our solutions are designed to provide a seamless shopping experience, scalability, and security.

Package 1: Basic Plan (Startup)

Ideal For: Startups and small businesses launching their first online store.

Price: \$ \$ (Budget-Friendly)

Timeline: 3–4 weeks

Tech Used: React + Next.js (Frontend), Express.js (Backend), SQL (Database)

Why This Tech Stack?

- **React + Next.js:** Ensures fast performance, SEO optimization, and a smooth user experience.
- **Express.js:** Lightweight and efficient backend for handling user requests and data processing.
- **SQL Database:** Provides structured data storage that is reliable and secure.

Features:

- ✓ Mobile/Desktop-Friendly Design
- ✓ Essential Pages: Home, Shop, Product Details, Cart, Checkout, Contact

- ✓ User Authentication: Sign-up, login, and password reset
 - ✓ Product Catalog: Categories + search by product name
 - ✓ Shopping Cart & Payments: Stripe/PayPal integration
 - ✓ Admin Dashboard: Manage orders, products, and customer data
 - ✓ Basic SEO: Google Analytics, meta tags, sitemaps
 - ✓ Email Alerts: Order confirmations and shipping updates
 - ✓ Free Security: SSL certificate + data encryption
 - ✓ Inventory Alerts: Low-stock notifications
 - ✓ 1-Month Support: Bug fixes post-launch
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Package 2: Professional Plan (Growth)

Ideal For: Growing businesses needing advanced sales tools.

Price: \$ \$ \$ \$ (Mid-Range)

Timeline: 6–8 weeks

Tech Used: Next.js (Frontend), NestJS (Backend), SQL/NoSQL (Database)

Why This Tech Stack?

- **Next.js:** Enhances site performance, server-side rendering (SSR), and SEO benefits.
- **NestJS:** Nest is a scalable and modular backend framework for handling complex business logic.
- **SQL/NoSQL Database:** Offers flexibility, enabling structured or unstructured data management.

Features:

Includes Basic Plan +:

- ✓ Advanced Search: Filter by price, brand, or features

- ✓ Customer Dashboard: Order history, saved addresses, wishlists
 - ✓ Promotions: Discount codes, flash sales, holiday deals
 - ✓ Social Tools: Login with Google/Facebook + product sharing
 - ✓ Reviews & Ratings: Let customers rate products
 - ✓ Live Chat: 24/7 AI chatbot (+ human agent upgrade)
 - ✓ Abandoned Cart Recovery: Automatic reminder emails
 - ✓ Tax Automation: Auto-calculate taxes by location
 - ✓ Performance Boost: Faster page loading
 - ✓ 3-Month Support: Updates and security checks
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Package 3: Enterprise Plan (Scale)

Ideal For: Large businesses with global or complex needs.

Price: \$ \$ \$ \$ \$ \$ (Custom Pricing)

Timeline: 10–12 weeks

Tech Used: React/Next.js (Frontend), NestJS (Backend), NoSQL/SQL Hybrid

Why This Tech Stack?

- **React/Next.js:** Combines performance, flexibility, and SEO-friendly capabilities.
- **NestJS:** Offers a highly scalable and enterprise-ready backend architecture.
- **NoSQL/SQL Hybrid:** Ensures efficient handling of large-scale data operations while maintaining relational data integrity.

Features:

Includes Basic + Professional Plans +:


- ✓ Custom Design: Unique look for your brand

- ✓ AI Suggestions: “Customers also bought” recommendations
 - ✓ Subscriptions: Recurring payments for memberships
 - ✓ Global Sales: Multi-language + currency converter
 - ✓ Business Tools: Connect to Salesforce, SAP, or HubSpot
 - ✓ Flexible Backend: API-first setup for apps/devices
 - ✓ Mobile Apps: PWA + optional iOS/Android (React Native)
 - ✓ Advanced Security: PCI compliance, fraud detection
 - ✓ Cloud Hosting: Auto-scaling (AWS/Google Cloud)
 - ✓ 24/7 Monitoring: 99.9% uptime guarantee
 - ✓ 6-Month Premium Support: Dedicated SLAs
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Conclusion

Each package is designed to cater to different business needs. We ensure a high-quality, scalable, and secure e-commerce platform that aligns with your business goals. Please review and let us know which package suits your requirements best.

Contact Us:

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We look forward to collaborating with you on your e-commerce journey!

E-Commerce Website System Design & Workflow

1. System Overview

The system consists of three main user roles:

- **Customers:** Browse products, add to cart, make purchases, track orders.
- **Admins:** Manage products, orders, users, and site settings.
- **Vendors** (Optional, if it's a multi-vendor platform): Add/manage their own products.
- Product Manager
- Support Agent,
- Finance Manager,
- Marketing Manager.

2. Tech Stack

- **Frontend:** Next.js (SEO-friendly, SSR/ISR for performance)
- **Backend:** NestJS (Modular, scalable architecture)
- **Database:** SQL (PostgreSQL/MySQL) or NoSQL (MongoDB for flexible data)
- **Payment Integration:** Stripe, PayPal (Global) / SSLCommerz, AmarPay (Local)
- **Authentication:** JWT-based auth for users & admins
- **Deployment:** Dockerized with CI/CD for scalability

3. Business Logic & Workflow

- ◆ **Public Pages**

- **Home Page**

- Display banner, featured products, categories.
- Search functionality for products.
- Promotional offers and best deals.

- **Product Listing Page**

- Filters (category, brand, price range, ratings).
- Sorting (latest, best-selling, highest-rated).
- Pagination for large datasets.

- **Product Details Page**

- Display images, descriptions, pricing, reviews.
- "Add to Cart" & "Buy Now" buttons.
- Related product suggestions.

- **Sign Up / Sign In**

- Users register/login via email & password (OAuth optional).
- Admins have a separate login panel.
- Two-factor authentication (optional).

- **Cart & Checkout**

- View cart items, update quantities.
- Select payment & shipping methods.
- Apply discount codes.

- ◆ **Private Pages (User Dashboard)**

- **Order Management**

- View past & current orders.
- Track shipping & delivery status.
- Cancel orders before dispatch.

- **Wishlist**

- Save products for future purchases.
- **Profile Settings**
 - Edit user information.
 - Change password, manage addresses.
- **Payment Management**
 - View invoices & download receipts.
 - Request refunds for eligible orders.
- ◆ **Admin Dashboard**
 - **Product Management**
 - Add, update, or delete products.
 - Bulk upload products via CSV.
 - **Order Management**
 - View all orders & manage delivery status.
 - Approve or cancel orders.
 - **User Management**
 - Block/unblock user accounts.
 - Assign admin roles to users.
 - **Reports & Analytics**
 - Revenue reports.
 - Best-selling products.
 - Customer activity trends.

4. Payment Processing Workflow

1. User selects products → adds to cart → proceeds to checkout.
2. Chooses a payment method (SSLCommerz/Stripe/PayPal).
3. Payment gateway processes the transaction.

4. Backend verifies payment → Order status updates.
5. Confirmation email & invoice sent.

5. Security & Scalability

- ✓ **SSL Encryption** – Protects user data.
- ✓ **JWT Authentication** – Secures API endpoints.
- ✓ **Role-Based Access Control (RBAC)** – Restricts admin access.
- ✓ **Rate Limiting & Captcha** – Prevents bot attacks.
- ✓ **Auto-Scaling via Cloud Services (AWS, Google Cloud)**

6. Deliverables

- 📌 Fully functional e-commerce system.
- 📌 User/Admin dashboards with all features.
- 📌 API-first approach for easy integrations.
- 📌 Mobile-responsive UI.
- 📌 Secure & optimized database.