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COS209 - PROJECT PROPOSAL

HDICT

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# Project Proposal: Creation of an E-commerce Website for Sneaker Sales

## Introduction

In today's digital age, online shopping has become increasingly popular, offering convenience and accessibility to consumers worldwide. This project proposal aims to develop a comprehensive e-commerce website dedicated to selling sneakers, catering to the growing demand for fashionable and functional footwear among diverse consumer demographics.

## Project Overview

The proposed project involves the design, development, and launch of an intuitive and visually appealing e-commerce platform specializing in the sale of sneakers. The website will provide a user-friendly interface for customers to browse, select, and purchase various brands, and sizes of sneakers conveniently from their desktop or mobile devices.

## Objectives

* To establish a robust online platform for selling sneakers, catering to the needs and preferences of a wide range of consumers.
* To provide a seamless and secure shopping experience for customers, ensuring user satisfaction and loyalty.
* To optimize the website for search engines and implement effective digital marketing strategies to drive traffic and increase sales.

## Scope of Work

* Website Design: Develop a visually appealing and user-friendly website interface with intuitive navigation, responsive design, and engaging visuals.
* E-commerce Functionality: Implement essential e-commerce features such as product listings, search functionality, shopping cart, secure payment gateways, and order management.
* Inventory Management: Integrate inventory management systems to track stock levels, manage product variations, and automate reordering processes.

## Stakeholder Analysis

|  |  |  |
| --- | --- | --- |
| Stakeholders | Roles on the project | Members |
| Project Manager | Oversees the project from start to finish, manages resources, coordinates team, communicates with stakeholders, and resolves issues. | One Member |
| Business Analyst | Gather and document business requirements, communicates between stakeholders and the development team, identifies process improvements, ensures quality deliverables, and drives continuous project enhancement. | One Member |
| Web Developers & Database Designer | Develop the technical aspects of the e-commerce website, implement functionalities, collaborate with graphic designers, and ensure the website functions properly across different platforms. | Three Members |
| Graphic Designers | Design the visual elements of the website, including layout, color schemes, and graphics, collaborate with developers to integrate designs, and optimize graphics for web use. | Two Members |
| Testing &Quality Assurance (QA) | Conduct thorough testing of the website, identify bugs and usability issues, develop test cases, work with developers to resolve issues, and ensure the website meets quality standards. | Two Members |
| IT-Support Team | Provides technical support and assistance to the project team, ensures IT infrastructure availability, troubleshoots technical issues, and assists with deployment and maintenance. | Two Members |
| Clients (Company Executives, Administrators, Customers) | Initiates the project, provides requirements and feedback, reviews deliverables, and ultimately benefits from the completed project. | - |

## Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Phases | Stages | Start Dates | End Dates | Duration |
| Phase 1 | Research and Planning | From 1.4.2024 | To 7.4.2024 | 1 week |
| Phase 2 | Designing Database | From 8.4.2024 | To 14.4.2024 | 1 week |
| Phase 3 | Website Development | From 15.4.2024 | To 5.5.2024 | 3 weeks |
| Phase 4 | Testing and Quality Assurance | From 6.5.2024 | To 12.5.2024 | 1 week |
| Phase 5 | Project Finalization | From 13.5.2024 | To 19.5.2024 | 1 week |
| Total | | From 1.4.2024 | To 19.5.2024 | 7 weeks |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 |
| Phase1 | Research  Planning |  |  |  |  |  |  |
| Phase2 |  | Designing Database |  |  |  |  |  |
| Phase3 |  |  | Website Development | | |  |  |
| Phase4 |  |  |  |  |  | Testing&  Quality Assurance |  |
| Phase5 |  |  |  |  |  |  | Finalization |

The whole project will take a month and three weeks.

## Budget Summary

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Phases | Stages | Start Dates | End Dates | Duration | | Estimated Costs |
| Phase 1 | Research and Planning | 1.4.2024 | 7.4.2024 | 1 week | |  |
|  | - Project Manager-1person |  |  |  | | $2000 |
|  | - Business Analyst-1person |  |  |  | | $1500 |
|  | - Software/Tools |  |  |  | | $500 |
| Phase 2 | Designing Database | 8.4.2024 | 14.4.2024 | 1 week | |  |
|  | - Database Designer-1person |  |  |  | | $2000 |
|  | - Software/Tools |  |  |  | | $500 |
| Phase 3 | Website Development | 15.4.2024 | 5.5.2024 | 3 weeks | |  |
|  | - Web Developer-2people |  |  |  | | $10000 |
|  | - Graphic Designer-2people |  |  |  | | $4000 |
|  | - Software/Tools |  |  |  | | $1000 |
| Phase 4 | Testing & Quality Assurance | 6.5.2024 | 12.5.2024 | 1 week | |  |
|  | - QA Tester-2person |  |  |  | | $6000 |
|  | - IT-Support Team-2person |  |  |  | | $4000 |
|  | - Software/Tools |  |  |  | | $500 |
| Phase 5 | Project Finalization | 13.5.2024 | 19.5.2024 | 1 week | |  |
|  | - Project Manager-1person  -Stakeholders-10people |  |  |  | $1000  $700 per person | |
| Total Estimated Costs | | | | | | $40000 |

## Business Opportunities

* Expansion into new markets: The e-commerce platform can facilitate global sales, allowing the business to reach customers beyond geographical boundaries.
* Collaboration with influencers: Partnering with influencers in the sneaker industry can enhance brand visibility and attract a wider audience.
* Customization options: Offering customization services for sneakers can provide a unique selling proposition and cater to individual customer preferences.

## Features

**Features for Administrators:**

1. Role management for efficient task delegation.
2. Sneaker inventory management: insert, update, delete.
3. Review and respond to customer feedback.
4. Order management: view and edit order statuses.
5. Payment tracking for financial oversight.
6. Customer management: update customer block status.

**Features for Customers:**

1. Secure login and signup.
2. Secure password with security questions.
3. Browse sneakers with detailed information.
4. Add to cart for easy checkout.
5. Seamless purchase process.
6. Several Payment Options.

## Constraints and Obstacles

* Technical challenges: Developing and maintaining a robust e-commerce website requires expertise in various technologies and platforms.
* Competition: The sneaker market is highly competitive, requiring effective differentiation strategies to stand out.
* Logistics and supply chain management: Ensuring timely delivery of orders and managing inventory levels can pose logistical challenges.
* Security concerns: Protecting customer data and ensuring secure transactions are essential to building trust and credibility.

## Conclusion

The development of an e-commerce website for sneaker sales presents an exciting opportunity to tap into a lucrative market segment and establish a strong online presence. By delivering a seamless shopping experience and offering a diverse selection of high-quality sneakers, we aim to become a trusted destination for sneaker enthusiasts worldwide.

If you'd like to learn more about the project or our company, please don't hesitate to reach out using the contact information provided below.

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