**ANALYSIS REPORT**

Our client wants to build an E-commerce website for sale of ladies dresses. Main target audience of our client is Pakistan’s ladies. Our client wants to provide cost-effective casual and fancy dresses suitable to be worn by Pakistani ladies. In this regard analysis has been carried out by comparing with some of the already existing websites providing such products. In order to meet the requirement of assignment three websites were considered for comparison and analysis purpose. Shoprex.com, Daraz.pk and pakstyle.pk. All of these three websites provide variety of excellent collection of ladies dresses. However, along with dresses these websites provide multiple other products options as well. In order to differentiate from these websites our client’s demand is to provide only ladies dresses focusing on casual and fancy ladies wear. Strengths and weaknesses of each competitor are listed in the following table.

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| **Competitor** | **Strengths** | **Weaknesses** |
| **Shoprex.com** | 1. Multiple products options 2. Variety of dresses | 1. Too messy website 2. Every item is on sale |
| **Daraz.pk** | 1. Variety of products options 2. Variety of products | 1. Too messy website 2. Every dress is on sale |
| **Pakstyle.pk** | 1. Multiple products options 2. Variety of dresses | 1. Too messy website 2. Every dress is on sale |

So keeping in view these messy websites and multiple products options available on the above websites our client has targeted only specific audience with specific products. Targeted audience can get the required products on our website without going through any of these messy websites. Moreover, each and every dress on these websites is on sale which makes the quality of the available products suspicious for the buyers. So keeping in view these weaknesses our website has been designed so that real quality products could be delivered to the customers in cost-effective way.