* **The Fashion Find : An E-Commerce platform**

**Chapter 1:** Introduction

* An E-commerce platform.
* Problem Statement:
* The current online shopping landscape is fragmented, with consumers needing to visit multiple websites to purchase a wide range of products, including eyewear, clothing, footwear, and smart accessories. This disjointed experience complicates the shopping process, making it time-consuming and less user-friendly. REDSTORE seeks to address this challenge by creating a one-stop website that consolidates a broad spectrum of products, streamlining the shopping experience for consumers seeking variety and convenience.
* Objectives:

**The Primary objectives The Fashion Find are**:

Primary objective of red store is to Create a sense of community centred around sports enthusiasts among users through informative blogs, shared reviews, and participation in promotional events and to

position REDSTORE as a trusted and trend-setting brand by consistently delivering quality products and engaging content, enhancing brand loyalty and consumer satisfaction

* Software and Hardware Specifications: -

Software Specifications

* Front end: -

1. HTML
2. CSS
3. JavaScript

Hardware Specifications: -

1. Processor – Intel CORE i5 vPro.
2. Ram:70MB.
3. Storage:100MB.