DBMS PROJECT PHASE I

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Purpose:

Business Operations Enhancement:

- The portfolio DBMS serves to streamline various aspects of the clothing brand's operations, including inventory management, order processing, customer relationship management, and sales tracking. It acts as a centralized platform for storing and organizing critical business data, enabling efficient decision-making and resource allocation.

Customer Experience Improvement:

- The DBMS is designed to enhance the overall shopping experience for customers by providing seamless browsing, ordering, and support services. It facilitates easy access to product information, personalized recommendations, and order tracking, fostering customer loyalty and satisfaction.

Purpose:

Scalability and Adaptability:

▶ The DBMS is built with scalability and adaptability in mind, allowing the clothing brand to expand its product range, customer base, and operational footprint over time. It can accommodate increasing data volumes, new business requirements, and technological advancements while maintaining reliability and performance.

Brand Management:

▶ While not the primary focus, the DBMS also contributes to brand management by ensuring consistency in product presentation, pricing, and customer interactions across various channels. It supports brand identity and reputation by delivering a cohesive and memorable shopping experience to customers.

Target Audience:

Customers:

▶ Individuals who visit the website to browse and purchase clothing items.

▶ They may create accounts to track orders, save favorite items, and receive personalized recommendations.

▶ They interact with the frontend of the website to view product listings, add items to their carts, and complete purchases.

Sellers:

▶ Merchants or brands who list their clothing products on the website.

▶ They need access to tools for managing their product listings, updating inventory, setting prices, and processing orders.

▶ Sellers may have different levels of access based on their roles and permissions, such as administrators and store managers.

Target Audience:

Developers:

- Backend developers responsible for building, maintaining, and optimizing the DMBS.

- They ensure the database is scalable, efficient, and secure.

- Developers work on integrating the DMBS with other systems, such as the website frontend, payment gateways, and analytics tools.

- By considering the needs and roles of these three key audiences, we can design a DMBS that caters to their specific requirements and enhances the overall user experience of our clothing website.

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