

ORANGE TRAINING

Taha Group - Final Project

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Introduction

Since of the highly growing Technology in our daily life, and people are becoming more dependent on it, the e-commerce became highly preferred for people locally, regionally and internationally, especially for those who have lots of work and heavy load, and they want to save their time as well as money.

Also, for those who work with selling goods, they realized that online marketing can really benefit them and save a lot of time for both, the buyers and sellers, since the seller won't be required to show every piece for the customer and take time to convince him to buy it, he won't need to wake up every morning and get back home late at night to sell some pieces for some customers passing by his market. Now, it has become easier for marketing his goods on a wide area of people without even seeing them, many customers can view his goods at the same moment and decide themselves what to buy. And here comes by online market which will be described in details in this document, as well as how I implemented it and what type of software I used to make my project - TAHA GROUP

The project in words

Since everyone knows the importance of e-commerce and how easy it could be to present your stuff, it has become important for business owners to have a strong social media marketing as well as having websites that are more specific for displaying the goods and stuff. That has great effects on their business from raising their stocks and earn more money with less efforts, as well as buying more in less time for many customers.

TAHA GROUP was specifically made as one of these strong e-commerce businesses to show a great variety of options for customers, and sell the best types of goods that are totally original.

The project focuses on selling different types of clothes specified for men, such as; blouses, jackets and other men's set. It was specified for men because we export men stuff as part of our business. One other reason is that, men are more likely to buy online stuff because they usually don't like shopping and though they prefer to have some specific types of clothes that fits them better.

Once our website is published and is welcoming guests, we will have a free shipping service for any region inside Amman, as well as Zarqa'a and Irbid, and a very small taxes for other places inside Jordan. We guarantee it will reach you with less than three days. Once it gets bigger and has more customers, we will be shipping outside Jordan, with very little fees. Yes, we promise to serve you the best options, and we know you will get back to us soon once you need to buy yours and your family's clothes.

The website

Here comes the important part for this document, TAHA GROUP website.

Where it has basically come from the idea mentioned above that we want to serve our goods in the best possible way that satisfies our customers.

Our future hope is, to let the website gets more familiarized by the other businesses and owners so to make deals with big companies and advertise other parts of goods for customers. This way both us, the third party and the customers will benefit from each other. That's cool ! isn't it?

The website shows the latest sales, as well as a variety of options for each piece we have, from the cloth type to the color and sizes. The website has different features that makes it easier for any kind of customers to use like children and elders. Also, the platform is pretty much nice and modern so that it impresses the customers for buying more and go through its pages without feeling board. The set of clothes are displayed in different angles and views, you can zoom in and out to examine the type of cloth easier and see its details with ease.

Once you open the website, the **main menu** will appear for you, it includes the commercial name, as well as a **list of options**, you can view them. They include men's Jackets, blouses, suits and other sets. Other tap is, **the registration**, where you will get to know any news related to the market and other designs or options in it. There is the **basket** to collect your stuff easier. A very nice **Slider**, which is like a sliding window, then shows a different types of our exhibits, and a **video panorama** that describes our market from outside and inside. One more thing to mention, The website fits with any type of smartphones or desktop views you are using.

Used Plugins

1)WooCommerce: Is one of the most popular eCommerce platforms nowadays, by installing WooCommerce You can start adding products to the store, after configuring the Product Settings of your store. WooCommerce helps you with product management by providing a number of product types. A good way to manage products in your store is by classifying them under different product types

2) Crisp: is a live chat tool and it has a variety of features

A) live Chatting : By adding this live chat, you can give your visitors a much easier way to reach you so they ask you and you replay at their questions immediately

B) Magic Browse : If you click start at magic browse, you can instantly see what the user is seeing on your website, as if the user moves their mouse You can see that on your screen

c) Triggers: allow you to send direct message if someone lands on your page, like How can I help you

3) UpdraftPlus: It allows you to take a backup for WordPress and in case if any issue occurs you can troubleshoot it by applying a Restore to your website.

4) Mailchimp is a marketing automation platform and an email marketing service. began as a paid service and added a freemium option, it sends over 10 billion emails per month, so when people buy product from the website the mailchamp keeps their emails and send them the latest update so if you add product to your website the it give them massages at their emails

5)Yoast SEO: Yoast is a search-optimization ("SEO") plug-in for WordPress. It has 5+ million active installations and has been downloaded more than 202 million times

it mainly makes your website friendly with search engines as it makes your websites appear more at the beginning of the result on the internet

Used Theme

Shop Isle: which is the perfect free theme designed for WordPress Commerce shop based on bootstrap. Due to its flexibility ShopIsle can also be used for business site

Reference

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