

**Car Shop**

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**Almaty-2019**

**Description:**

This site is needed to select new cars of any brand and any manufacturer.

1. **Why this topic was chosen:**

The country's automotive market continues to maintain the pace set at the beginning of the year, sales of new cars in September 2019, including export, increased compared to August of this year, Kazakhstani dealers sold 5968 cars and light commercial vehicles, as well as 673 units of trucks, special vehicles and buses , of which 373 units. Kazakhstan-made cars were exported to Russia, Uzbekistan and the republics of Kyrgyzstan and Belarus. According to the results of nine months of 2019, the domestic market increased by 22% compared to the same period last year, to 53,874 vehicles sold, including export, the AKAB press service said.

“In September, there were no significant changes, except that the share of locally produced cars continues to grow faster than the market. Growth rates, exports will allow the auto industry to further strengthen its position. Taking into account the remaining three months this year, the country's automotive market will exceed the mark of 70 thousand, of which 40 thousand units of domestic and passenger cars and commercial vehicles, ” commented Anar MAKASHEVA, AKAB Vice President. Relying on statistics, we decided that this topic is relevant at the moment.

**(190 words)**

1. **Project auditory:**

The first car dealership marketing strategy is the good, understandable, easy to use website. If your dealership does not have website, you are leaving money on the table. Now, in 2019 most of Kazakhstan people use internet and it shows that audience is already on the social media networks. It is a great car dealership marketing strategy that will make it easy for you to increase sales without struggles.  
For example, our topic is “Toyota Car Store”. Toyota brand is well known and appreciated in the Republic of Kazakhstan. This was made possible thanks to the high quality of the company's products. For example, in 1999-2013, official sales of new Toyota cars in Kazakhstan increased from 400 to 12,128 units. Toyota is the most successful import brand in Kazakhstan so we see that most of Kazakhstan citizens use Toyota and every customer can use website despite the age difference.

**(150 Words)**

1. **Project features:**

Life in modern megacities is characterized by a frenzied rhythm. To join such a city without a car is very problematic. For this reason, many have to face the problem of choosing a car and where to buy it. Our website will help you with the selection and purchase of a new or supported car. An important factor that deserves the attention of the future motorist is the additional services offered. Our website offers a large selection of car brands. Feature of our site is cashback in percent from 5 to 15 percent will be able to receive clients of our site.

Car:

* Model
* Year
* Engine Volume
* Power
* Color
* Price
* Type
* Transmission
  + Steering Wheel location
* Seats

User:

* **View all cars**
  + **Filter by** 
    - **Price**
    - **Rating**
    - **Class**
    - **Type**
    - **Color**
    - **Year**
    - **Transmission**
* **Add to the bucket**
  + **Proceed**
    - **Select payment method**
    - **Proceed with payment**
      * **Add card info**
        + **Validate/Accept**
  + **Delete**
  + **Add more**
* **View account**
  + **Update name**
  + **Update surname**
  + **Update/Delete email**
  + **Update/Delete phone number**
  + **Add/ Update/Delete credit card**
  + **Add/Update/Delete shipping address**

**(102 words)**

1. **Similar projects in Kazakhstan and to which extent your app can be competitive against these projects:**

To begin with, let's take this site (Toyota, Mercedes, Tesla and others ...) SECOND-HAND platforms of cars of a kolesa, olx (there are cars in the supported type.

At the moment in Kazakhstan there are no such sites as this project for which we undertook there are separate sites for one brand of cars, there is a site that is similar to this but there used machines there, it will be easier for all of us to search for cars in one platform than to search for each brand in separate sites this provides our project with the best entry into the blog market due to the fact that we will not have competition. because people look at the simplicity and ease of choosing a product in our case, it’s a machine and thanks to this, all sites of certain brands will be visited by fewer people each time

**(150 words)**

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| --- | --- | --- | --- | --- |
| Week | Tasks | Expected start date | Finishing date | Responsible team member |
| 1 | Create project plan | 21.10.2019 | 25.10.2019 | 1.Omarbek K.(4 question )  2.Bolatkhan N.(3 question)  3.Albatyr A.(2 question)  4.Bostanova A.(1 question) |
| 2 | Create pages | 28.10.2019 | 1.11.2019 | All group |
| 3 | Design | 4.11.2019 | 8.11.2019 | All group |
| 4 | Admin user | 11.11.2019 | 15.11.2019 | Omarbek K.  Nurgali B.(Admin)  Bostanova A.  Albatyr A(User) |
| 5 | Database | 18.11.2019 | 22.11.2019 | Omarbek K.  Nurgali B.(Admin)  Bostanova A.  Albatyr A(User) |
| 6 | testing | 25.11.2019 | 29.11.2019 | All group |

**Statistic:**

**All words: 606**