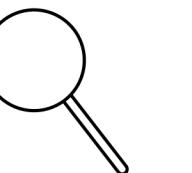


SHOPTIFY

Let's start!

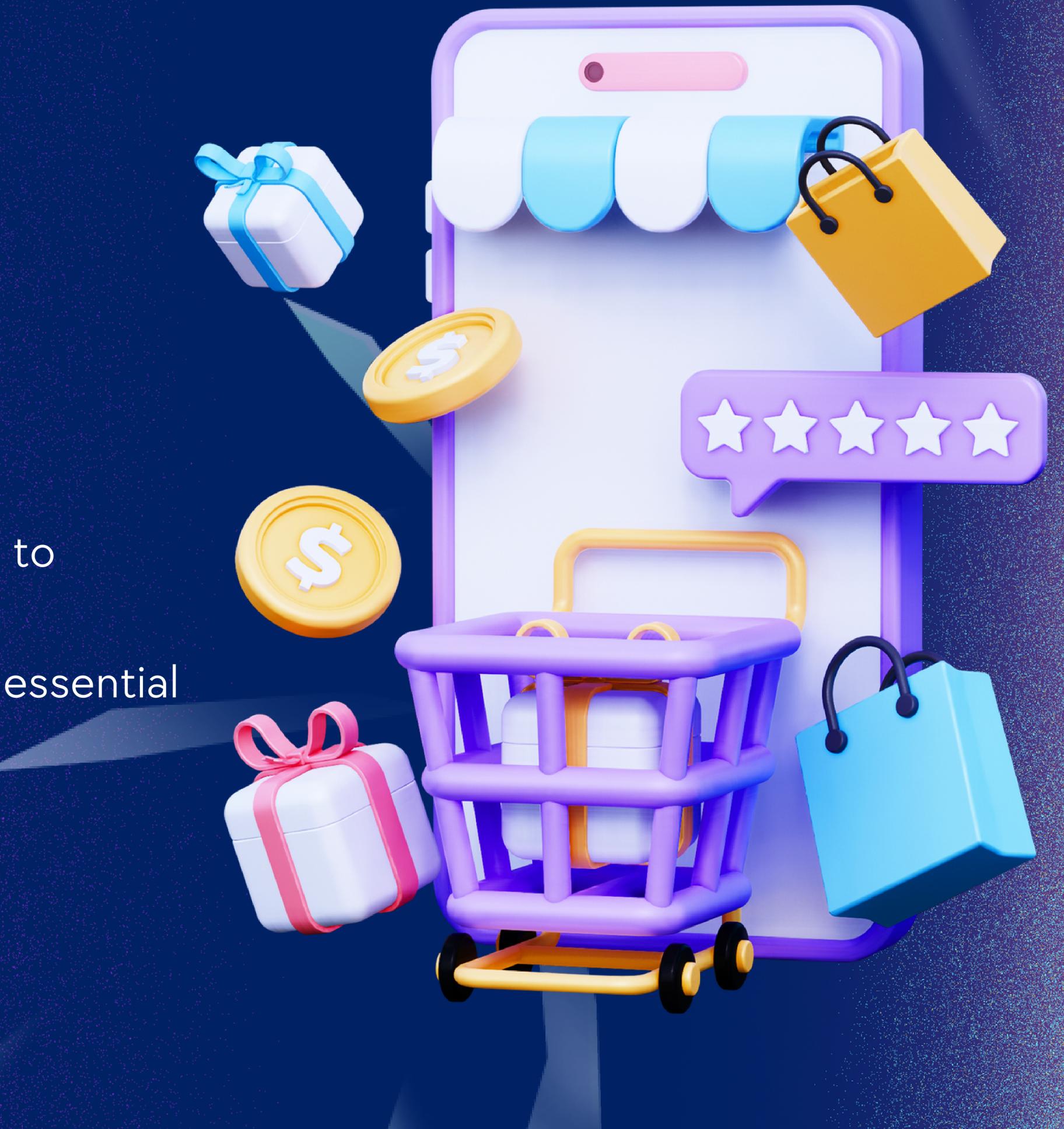


INTRODUCTION

Our system, SHOPTIFY, is designed to make sellers' lives easier and more convenient. With a user-friendly design, it enables sellers to manage their products and sales efficiently.

MARKET ANALYSIS

- Target Audience: Sellers looking for a platform to manage their products and sales.
- Need: A comprehensive system that provides essential features to streamline the selling process.



KEY FEATURES

For Sellers:

- Add, delete, and edit products
- Edit profile
- Activity logs
- Generate invoices
- Determine best-selling, most-liked products and total sales.

For Admin

- Manage logged in accounts
- Activity logs
- Edit products
- Read messages, reports, and feature requests

For Buyers:

- View seller and product ratings
- Wishlist or favorite feature
- Comprehensive view of product and seller rating

USER EXPERIENCE

- Sellers: Easy product management and insightful analytics to improve sales.
- Administrators: Efficient account and product management, along with comprehensive activity logs.
- Buyers: Seamless browsing experience with the ability to rate and save favorite products.



MARKETING STRATEGY

- Analyze Best-Selling Products: Identify top-performing products to guide marketing efforts.
- Most-Liked Products: Leverage customer preferences to enhance product offerings.|
- Least-Performing Products: Determine areas for improvement and remove underperforming items.





CONCLUSION

- SHOPTIFY aims to simplify the selling process with a user-friendly design and with useful features.
- Comprehensive market analysis and targeted strategies to ensure sellers' success.