

ONLINE DRESS RETAILER AND

MARKETPLACE

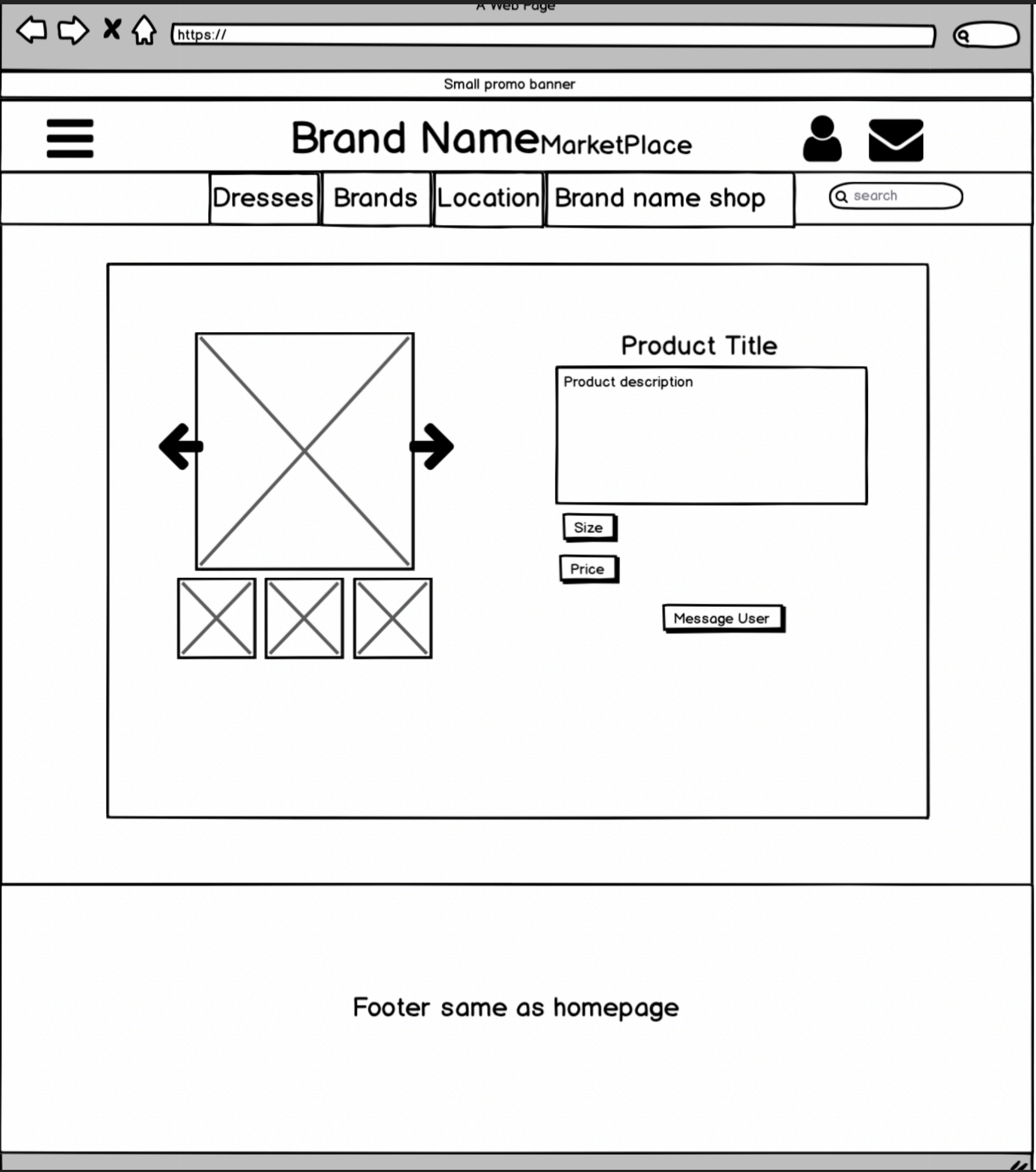
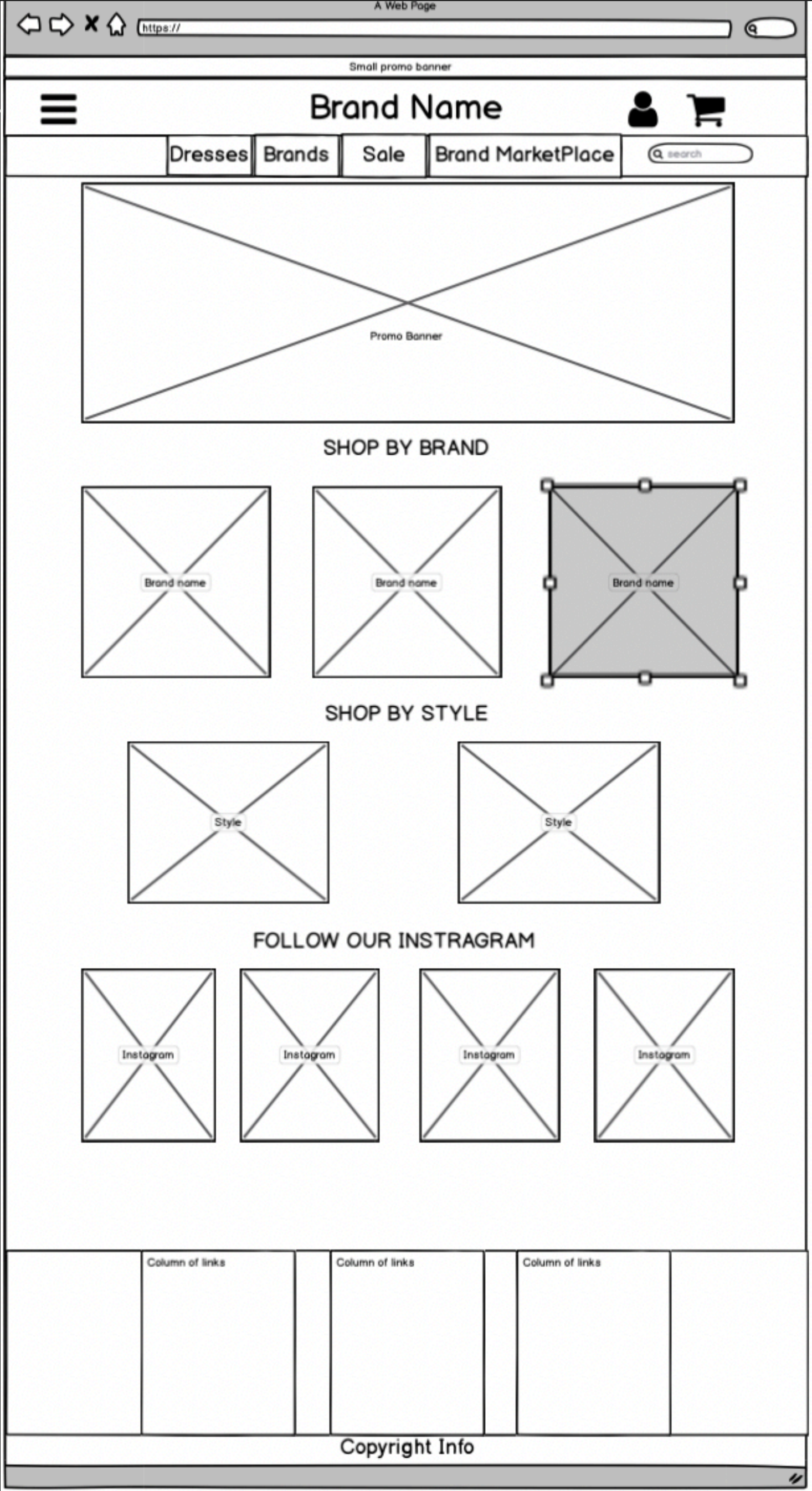
PURPOSE OF THE WEBSITE

- ▶ To Provide a specific and focused marketplace developed by a company who knows the industry which their marketplace is targeting.
- ▶ Enhance user experience by providing a targeted service, ensuring a quality, customer driven marketplace.
- ▶ Connect buyers and sellers to both new and second hand products in the one platform.
- ▶ Maintain a higher standard for listings on the marketplace to differentiate itself from diverse, dominant marketplaces with washed out quality.

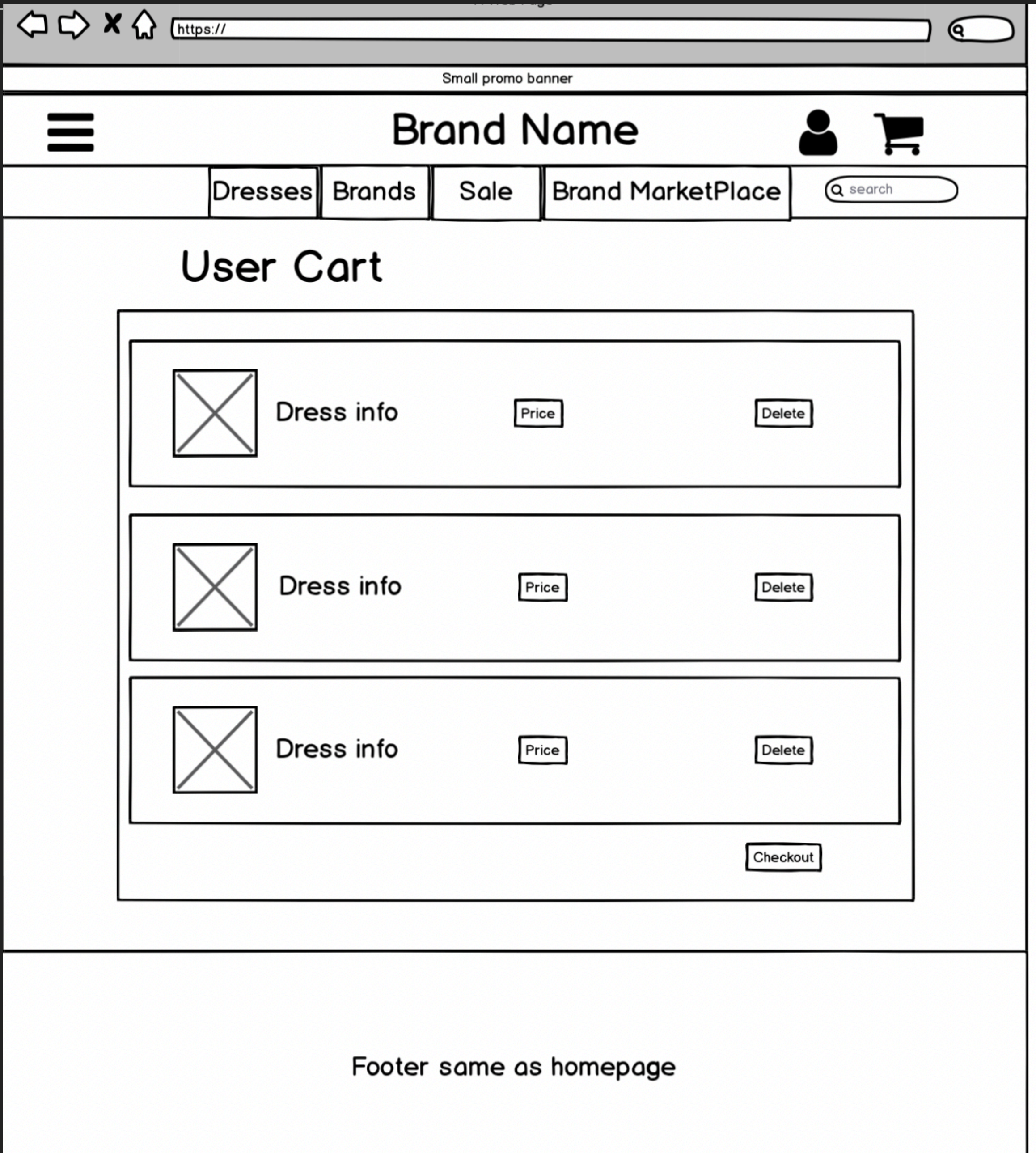
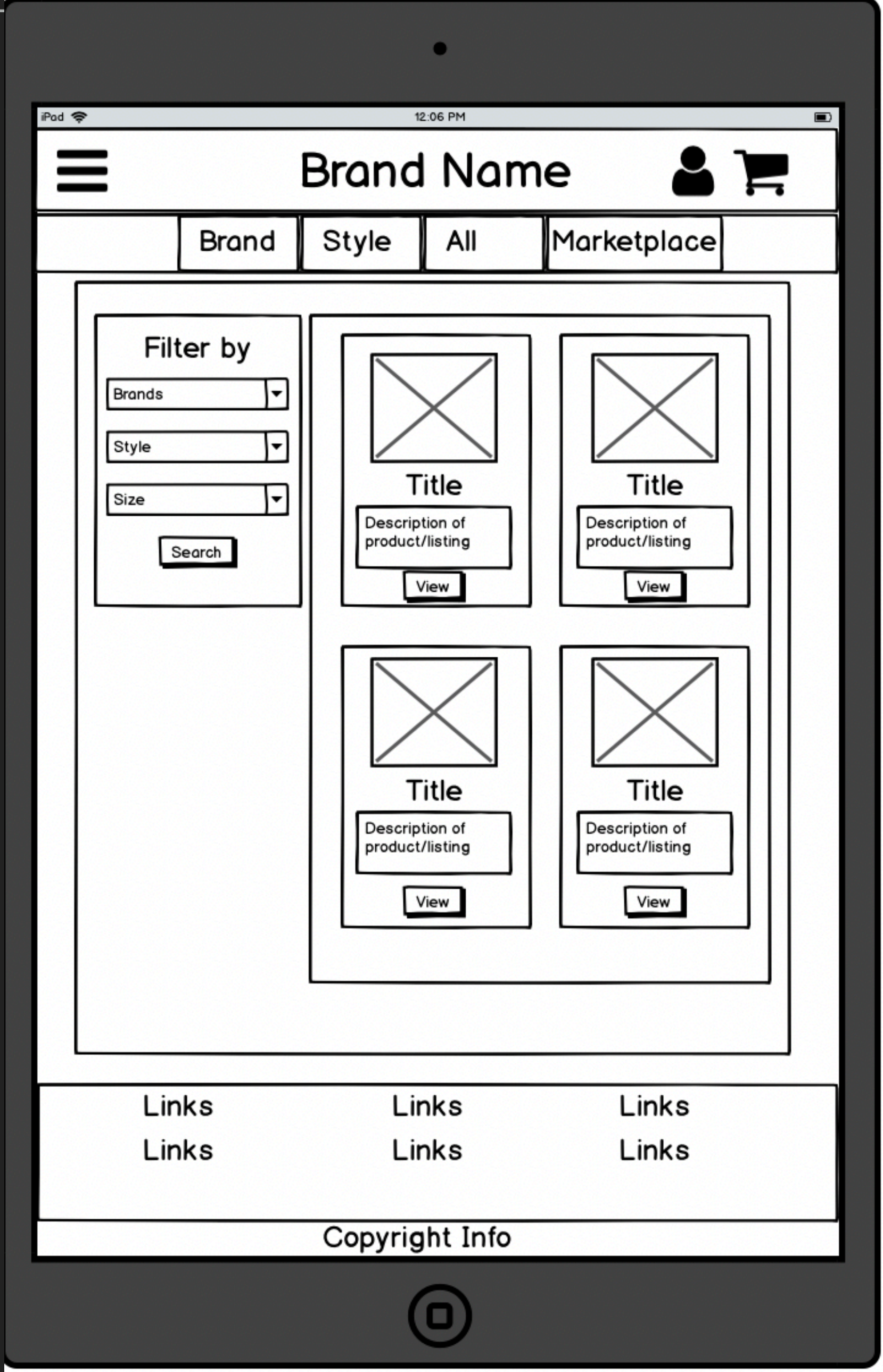
SITE STRUCTURE

- ▶ Broken into two segments with differing feature. Retail store + marketplace.
- ▶ Retail: Sells new items, implemented cart feature, user registration not required.
- ▶ Marketplace: User to user interactions. Creating listings only available for Registered users, messaging feature for users to interact to organise buy/sell.

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LETS VISIT

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