Proposal for GrossOri Platform

1. Website Development

Scope & Features:

- **Home Page**

  - **Hero Section:** High-quality banner images or videos showcasing flagship products with Call To Action buttons for product categories, promotions, or special offers.
  - **Featured Products:** Display of top-selling or new arrivals with direct links to product detail pages.
  - **Testimonials:** Customer reviews and ratings, integrated with third-party review platforms.
  - **Brand Story:** About GrossOri, including mission, values, and a timeline of the brand's journey.

- **Product Pages**

  - **Detailed Product Descriptions:** Key features, specifications, and benefits of the product.
  - **High-Quality Images:** Multiple angles of product images with zoom functionality and product demonstration.
  - **Customer Reviews & Ratings:** Section for customer feedback, star ratings, and a Q&A section for inquiries.
  - **Related Products:** Suggestions based on customer browsing or purchase behavior.
  - **Social Sharing Options:** Buttons for sharing product pages on social media platforms.

- **Product Categories**

  - **Organized Product Listings:** Categories based on product type, usage, or target audience with filters for price, features, customer ratings, and availability.
  - **Sorting Options:** Sorting by price, popularity, or best sellers.

- **User Accounts**

  - **Account Creation:** Easy signup process with email, social media, or phone number.
  - **User Profiles:** Management of personal details, shipping addresses, and payment methods.
  - **Order History:** Access to past orders, status updates, and downloadable invoices.
  - **Wishlist:** Option to save products for future purchases.

- **Product Search and Filters**

  - **Advanced Search:** Keyword search with auto-suggestions.
  - **Product Filters:** Filters based on category, price range, brand, ratings, and availability.
  - **Sorting Options:** Sorting by relevance, price, and popularity.

- **Shopping Cart**

  - **Cart Overview:** Display of selected items with quantities, prices, and total amount.

- **Checkout Process**

  - **Guest Checkout:** Option for customers to check out without creating an account.
  - **Multi-Step Checkout:** Steps for shipping information, payment details, and order review.
  - **Payment Gateway Integration:** Support for credit/debit cards, UPI, net banking, and wallets.

- **Payment Options**

  - **Multiple Payment Methods:** Integration with payment gateways.
  - **Secure Transactions:** SSL encryption for secure payments and PCI DSS compliance for data security.

- **Reviews and Ratings**

  - **Customer Reviews:** Product reviews with star ratings and detailed feedback.

- **About Us**

  - **Brand Information:** Detailed story of GrossOri, mission statement, and core values.
  - **Team Section:** Profiles of key team members with photos and short bios.
  - **Milestones:** Timeline of the brand's achievements and significant events.

- **Contact Us**

  - **Contact Form:** Fields for name, email, subject, and message, with Captcha for spam prevention.
  - **Google Maps Integration:** Location of the company's office or headquarters.
  - **Direct Contact Information:** Phone numbers, email addresses, and social media links.

- **FAQs**

  - **Common Queries:** Section addressing frequently asked questions about products, shipping, returns, etc.
  - **Search Functionality:** Quick search to find relevant questions and answers.

- **Customer Support**

  - **Live Chat Integration:** Real-time chat support for customer inquiries.

- **Admin Panel**

- **Dashboard:** Overview of sales, traffic, and customer engagement.
- **Product Management:** Add, edit, and remove products with easy SKU management.
- **Order Management:** View, process, and update order statuses.

Additional Features:

- **Retailer Creation**

  - **Description:** Easily create and manage retailer accounts with details like name, contact info, and location.

- **Salesperson Creation Linked to Retailer**

  - **Description:** Set up salesperson accounts linked to specific retailers to track sales and commissions.

- **Set Retailer Points for Products**

  - **Description:** Assign points to each product a retailer sells, used for rewards and incentives.

- **Set Salesperson Points for Products**

  - **Description:** Assign points to products for salespersons, motivating them to sell specific items.

- **Retailer Dashboard**

  - **Features:**
    - View customer lists.
    - Track products sold and warranty details.
    - Check earnings and points.

- **Salesperson Dashboard**

  - **Features:**
    - View list of products sold.
    - Track earnings and points.
    - See history of earnings and withdrawals.

- **Customer Dashboard**

  - **Features:**
    - View purchase details for GrossOri products.
    - Check warranty coverage.
    - Find nearby service centers.

- **Super Admin Controls**

- **Features:**
    - Manage and allocate points for products sold by retailers and salespersons.
    - Convert points into monetary value.
    - Approve transactions and withdrawals.
    - Monitor customer product warranty status.

- **Analytics and Reporting**

    - **Sales Reports:** Insights into sales performance.
    - **Customer Insights:** Data on customer behavior and top products.