

ARCADE ALLEY

E-COMMERCE PROJECT PROPOSAL



Introduction:

In the Kingdom of Saudi Arabia (KSA), shortages persist within the gaming community regarding a dedicated online platform tailored to their needs. With aspirations, Arcade Alley aims to address these shortages by providing a comprehensive online hub specifically designed for gamers in KSA.

our company, Arcade Alley is positioned to become a significant player in the gaming industry, specializing in offering a diverse range of products and services customized to gamers' needs. With a solid foundation in gaming and a commitment to diversity, Arcade Alley aims to provide for a broad audience of gaming enthusiasts. Our business focuses on providing various products, including new and used physical games, gaming accessories, consoles, and digital store cards. Recognizing the highly active online presence of gamers, these products are strategically chosen for their suitability for e-commerce. Our target customers encompass both dedicated gamers and individuals new to the gaming scene, ensuring a wide customer base. To enhance customer experience and optimize processes, we propose implementing two methods of product delivery: physical items will be shipped directly from our store, while digital items will be accessible via email. By adopting this approach, we aim to provide efficient and convenient access to our products, paving the way for a successful e-commerce project.



business statement:

Our aim at Arcade Alley is to offer all Saudi gamers, no matter their skills level, an original gaming experience at a fair price. Now go on and play.

business vision:

Become the first to giving players access to a site where they can meet all their wants and obtain the latest products available in the gaming industry, including new and used original games and equipment, at reasonable costs, from anywhere.

business objective:

- 1. Operating a clear, user-friendly website to draw clients from all demographics with an interest in gaming
- 2. Offering an integrated platform with all the components a player needs to build or alter his own gaming setup
- 3. Providing new, premium products that are not available on the market at affordable rates with warranties.
- 4. Offering vintage hardware and games to draw in clients looking to reminisce about the past and expose the younger generation to the evolution of the gaming industry.
- 5. Recycling used games and devices and ensuring optimal functionality to offer clients high-quality, reasonably priced alternatives.
- 6. Providing the add-ons and accessories required to provide the finest possible gaming experience for clients
- 7. Making recommendations for games, gadgets, etc. to the client based on the date of his purchase.



what awaits you in Arcade Alley:

today's in digital marketplace, gamers want convenience, choice, and value. An online store can provide all that and more, our Arcade Alley can open doors for opportunities to expand their reach, boost sales, and enhance customer experiences, there are several benefits that Arcade Alley provide.

- 1. Convenience: provide the ability to purchase whenever and from anywhere. You may look for, buy, and download games directly to your gaming device as long as you have internet access.
- 2. Instant Access: You can generally purchase gift cards online and receive the code via email right away. There's no need to visit a physical store or wait for shipping.
- 3. Improved Customer Experience: Offering services like easy payment options and product reviews to give clients an enhanced overall purchasing experience.
- 4. Increased Sales: Gaming stores may sell their goods online around-the-clock, which boosts revenue and sales.
- 5. Cost-Efficiency: Rent, utilities, and personnel are just a few of the overhead expenses that come with running a physical one as opposed to an online store

Our Business & Team members & logo:

Arcade Alley, your go-to destination for thrilling gaming experiences! As a B2C e-commerce company, we bring you top-notch gaming products and services. Explore our curated selection of cutting-edge games, and accessories. Whether you're a seasoned gamer or just starting out, Arcade Alley is here to make your gaming dreams come true!

- Maryam mohammed wld sede, 4251081 - Manager
- Seba Ahmed Alrehaili, 4257277
- Areej Hilal Alsehli, 4150201
- Lama Saud Alafwi ,4251320
- Rama Ati Alraddadi, 4152336

