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**SE-2439**

## **Proposal**

### **1.1 Project Relevance**

Many small and regional animal sellers, including horse breeders and livestock traders, still rely on offline communication or unstructured online platforms to manage sales, products, and customers. This approach makes it difficult to organize listings, track orders, and maintain reliable communication between buyers and sellers. The Pet Store project aims to provide a centralized web-based platform for managing animal-related products and livestock sales in a structured and efficient way.

This problem is especially relevant today due to the rapid growth of online shopping and digital marketplaces. Small and medium-sized businesses are increasingly moving to digital solutions, while customers prefer convenient online access to products and animal listings. A specialized Pet Store platform helps connect regional and cross-border markets while simplifying management and improving accessibility.

### **1.2 Competitor Analysis**

#### **Competitor 1: Large Online Marketplaces (e.g., Amazon – Animal Category)**

Large e-commerce platforms provide a wide range of animal-related products and benefit from strong logistics and brand trust. However, they are not specialized in livestock trading and do not support region-specific animal sales or direct communication between buyers and sellers. This makes them less suitable for niche markets such as horse trading.

## **Competitor 2: Specialized Pet Stores (e.g., Zooplus)**

Specialized pet stores focus mainly on pet food and accessories and offer a user-friendly shopping experience. Their main limitation is the lack of support for live animal sales and regional livestock marketplaces. As a result, they cannot fully address the needs of users interested in buying or selling horses.

## **Competitor 3: Local Livestock & Pet Shop Websites**

Local animal shops and livestock sellers often use simple websites or social media platforms to advertise their products. While this allows direct contact with customers, these solutions usually lack structured order management, inventory tracking, and user authentication. The Pet Store project aims to combine local market flexibility with a structured digital system.

## **1.3 Target Users**

The Pet Store system is designed for different types of users, each with specific goals and responsibilities within the platform.

### **Customer**

Customers are individuals or businesses interested in purchasing horses, animal feed, and other animal-related products. They use the system to browse available listings, place orders, and view their order history. The main goal of the customer is to find suitable products or animals and complete purchases in a convenient and reliable way.

### **Admin**

The Admin is the owner or main manager of the Pet Store platform. This role is responsible for managing products and animal listings, overseeing orders, and

controlling user access. The Admin ensures that the system operates correctly and that all data is organized and up to date.

## Staff

Staff members assist the Admin in daily operations. Their responsibilities include managing product information, updating inventory, and handling orders. This role helps distribute workload and supports efficient system operation without having full administrative privileges.

## 1.4 Planned functions

The pet store system will provide the following key functions:

### 1. User registration and authentication

Users will be able to create accounts, log in, and manage their profile information.

Roles are assigned for access control (Client, Staff, Administrator).

### 2. Catalog of goods and animals

A list of horses, types of horses, feed, and accessories.

The products are divided into categories for easy viewing.

Employees and the administrator can add, update, or delete ads.

### 3. Order management

Customers can place orders for goods or animals.

Order tracking status (pending, confirmed, completed).

Staff can efficiently update and manage orders.

### 4. Inventory management

Tracks the number of products in stock and the availability of animals.

Notifies the administrator or staff about low inventory levels.

#### 5. The Administrator's Control Panel

Provides an overview of orders, products, and users.

Allows the administrator to manage lists, users, and general system settings.

#### 6. Simulated payments

Allows customers to simulate the payment of orders.

There are no real financial transactions; the functionality is focused on business logic.