Web & Media Agency: E-Commerce Business Goals and Solutions

Business Background

Web & Media is a well-established marketing agency offering a comprehensive range of digital services. Our team of 18 dedicated professionals is committed to delivering high-quality solutions to meet the diverse needs of businesses in the digital landscape.

Our Services Include:

- Website Development
- Website Designing
- Social Media Marketing
- Graphic Designing
- Video Editing
- UI/UX Design
- Hosting and Domain Management

We specialize in creating impactful digital experiences, tailored strategies, and innovative designs that help businesses grow and thrive online.

Our Team:

1. **Mohsin Raza** – Director of Agency / Web Developer
2. **Afsheen Imran** – CEO & Director / Web Developer / Social Media Manager
3. **Abu Baker** – Senior Coordinator / Full-Stack Developer
4. **Saad** – Managing Head / Web Developer
5. **Rahat Bano** – Graphic Designing Head / Web Developer
6. **Yousra Wahid** – Web Developer
7. **Haroon** – Marketing Manager / Web Developer
8. **Hamza Bhatti** – Senior Developer / Marketing Manager
9. **Ms. Nida** – Senior Developer / Marketing Executive
10. **Saima Wahid** – Senior Web Developer / AI Specialist
11. **Mr. Farrukh** – Senior Developer
12. **Saira** – Senior Developer / Social Media Marketer
13. **Amna Imad** – Web Developer
14. **Qaim Khuwaja** – Web Developer
15. **Dua** – Web Developer
16. **Faizan** – Web Developer
17. **Yousra Khan** – Senior Developer
18. **Abdul Salam** – Senior Developer / Marketing Executive

Existing Website: [Web & Media](#) (Registered)

New Venture: General E-Commerce Store

Product Categories

- Home Decor
- Electronic Gadgets
- Kitchen Gadgets
- Health & Beauty Products
- Perfumes

Business Model

1. Initial Phase: Local Drop Shipping in Pakistan
2. Future Phase: Launch Private Label products

Business Goals

1. Expand into e-commerce sector leveraging existing expertise in web development and digital marketing
2. Establish a strong presence in the Pakistani e-commerce market
3. Build a reliable and diverse product catalog across multiple categories
4. Develop a robust logistics network for nationwide free delivery
5. Create a user-friendly online shopping experience
6. Transition from drop shipping to private label products for increased profitability and brand control
7. Achieve sustainable growth and profitability
8. Build a loyal customer base through excellent service and quality products

Problems Our Marketplace Aims to Solve

1. **Affordability**: Provide quality products at competitive prices, making them accessible to a wider range of consumers
2. **Accessibility**: Offer an easy-to-use online platform that simplifies the shopping experience for customers across Pakistan
3. **Product Quality**: Ensure high-quality products across all categories, addressing the concern of subpar items often found in the market
4. **Customer Service**: Deliver exceptional, customer-friendly service to build trust and loyalty
5. **Convenience**: Offer free delivery all over Pakistan, eliminating additional costs and hassles for customers
6. **Product Range**: Provide a wide variety of products across multiple categories, offering a one-stop-shop for diverse consumer needs

7. **Local Market Understanding**: Leverage local expertise to better serve Pakistani consumers' preferences and needs
8. **Trust and Reliability**: Build on the existing reputation of Web & Media Agency to establish a trustworthy e-commerce brand
9. **Digital Divide**: Bridge the gap between traditional and online shopping by providing an intuitive platform for all types of users
10. **Payment Solutions**: Offer multiple, secure payment options to cater to various customer preferences and needs

By focusing on these goals and addressing these market problems, Web & Media Agency's e-commerce venture aims to become a leading player in the Pakistani online retail space, delivering value to customers and stakeholders alike.

Schema's

1. Product

```
{
 "ProductID": "UUID",
 "Name": "String",
 "Price": "Decimal",
 "Stock": "Integer",
 "Category": "String",
 "Material": "String",
 "Color": "String",
 "Dimensions": "String",
 "CustomizationOptions": "String",
 "Description": "Text",
 "Ratings": "Decimal",
}
```

2. Order

```
{
  "OrderID": "int",
  "Product ID": "int",
  "Quantity": "Integer",
  "TotalPrice": "Decimal",
  "OrderDate": "DateTime",
  "Status": "string"
  "ShippingAddress": "String",
  .
}
```

3.Customer

```
{
 "CustomerID": "UUID",
 "Name": "String",
 "Email": "String",
 "PhoneNumber": "String",
 "Address": "String",
 "OrderHistory": "Array of UUID (OrderIDs)",
.
```

4.   Delivery Zone

```
{

 "ZoneID": "int",
 "ZoneName": "String",
 "CoverageArea": "String",
 "AssignedDrivers": "String",
```

5.   Payments

```
{

 "PaymentID": "int",
 "OrderID": "UUID",
 "PaymentMethod": "Enum [CashOnDelivery, CreditCard, BankTransfer]",
 "PaymentStatus": "Enum [Pending, Completed, Failed, Refunded]",
 "TransactionDate": "DateTime",
```

6.   Reviews

```
{
 "ReviewID": "UUID",
 "CustomerID": "UUID",
 "ProductID": "UUID",
 "Rating": "Decimal (1 to 5)",
 "Comment": "Text",
 "ReviewDate": "DateTime",
```

7.   Shipment

```
{

 "ShipmentID": "UUID",
 "OrderID": "UUID",
 "ShipmentStatus": "Enum [Pending, In Transit, Delivered, Cancelled]",
 "ShipmentDate": "DateTime",
 "DeliveryZoneID": "UUID",
```

Target Audience:

The target audience for Web & Media Agency's new e-commerce venture consists of:

1. **Tech-Savvy Millennials & Gen Z:**
   Individuals aged between 18-35 who are familiar with e-commerce platforms, actively engage in online shopping, and seek convenience, variety, and competitive prices.
2. **Busy Professionals & Working Adults:**
   People in their 30s and 40s who are looking for time-saving, hassle-free online shopping experiences, such as easy access to home decor, gadgets, and beauty products, with an added bonus of free delivery.
3. **Middle-Class and Upper-Middle-Class Consumers:**
   Customers in urban and semi-urban areas who seek high-quality, affordable products and appreciate deals, discounts, and value for money.
4. **Parents and Homeowners:**
   Individuals looking for home improvement, kitchen gadgets, and health & beauty products that meet their practical needs.
5. **Beauty & Wellness Enthusiasts:**
   Consumers specifically interested in purchasing health, beauty, and personal care items, including perfumes and skincare products.
6. **Tech Enthusiasts:**
   Consumers who are looking for the latest electronic gadgets, gadgets for the home, and tech accessories at competitive prices.

By focusing on this diverse yet targeted audience, Web & Media Agency aims to build a loyal customer base and effectively cater to the growing e-commerce market in Pakistan.

Conclusion:

In conclusion, Web & Media Agency is ready to enter Pakistan's e-commerce market by using our strengths in web development, marketing, and customer service. Our focus is on providing quality products, competitive pricing, and an easy online shopping experience with free nationwide delivery.

We aim to build trust with our customers, cater to their diverse needs, and establish a strong and reliable e-commerce brand. Together, we can create a seamless shopping experience that delivers value and fosters long-term growth.