E-Cart / E-Commerce Platform

Product Pitch Document

1. Executive Summary

We are developing a modern and flexible E-Cart / E-Commerce platform built using Java Spring MVC for the backend and Flutter for both the web and mobile applications.

The solution works smoothly across Web, Android, and iOS, providing a unified experience for shoppers and businesses.

This platform enables companies to launch their online store with:

- High performance

- Scalable and secure architecture

- Cross-platform delivery

- Faster go-to-market

- Lower development and maintenance cost

2. Key Features

Customer Features

- Clean, modern, and responsive user interface

- Product search with filters and categories

- Add to Cart and Wishlist

- Secure checkout and payment flow

- Order history and tracking

- Ratings and reviews

- Multi-language support

- Smooth experience on both Web and Mobile

Seller / Admin Features

- Admin dashboard

- Product and category management

- Inventory and stock control

- Order processing

- Discount, coupon, and banner management

- User and role management

- Sales analytics

Payment & Logistics

- Razorpay / Stripe / PayPal integration

- COD, UPI, Cards

- Shipping partner integration

- Invoice generation

3. Technology Stack

Backend – Java Spring MVC

- REST APIs, Spring Security, MySQL/PostgreSQL, Hibernate

Frontend – Flutter

- Single codebase for Web, Android, iOS

- Responsive design

- Modern UI

Infrastructure / DevOps

- Docker, CI/CD, Cloud hosting, CDN, Object storage

4. Multi-Platform Delivery

Web App: Flutter Web – SEO-friendly online store

Android App: Flutter – Play Store app

iOS App: Flutter – App Store app

Admin Panel: Flutter Web – Back-office system

Backend: Java Spring MVC – API services

5. Modules Breakdown

1. User Management

2. Product Catalog

3. Cart Management

4. Order & Checkout

5. Payment Integration

6. Admin & Role Management

7. Reviews & Ratings

8. CMS (banners, promotions)

9. Notifications

6. Roadmap (3–6 Months)

Phase 1: MVP (1–2 Months)

- Product listing

- Cart

- Orders

- Payment integration

- Admin dashboard

Phase 2: Advanced Features (2–4 Months)

- Coupons

- Push notifications

- Inventory automation

- SEO optimization

- Analytics

Phase 3: Scaling (4–6 Months)

- Multi-vendor marketplace

- AI recommendation engine

7. Pricing Model

Estimated Development Cost (6 Months): ₹52,20,000

Team Structure:

Architect – ₹13,20,000

Product Manager – ₹10,50,000

Scrum Master – ₹4,50,000

Senior Developers – ₹11,40,000

Developers – ₹12,60,000

Total: ₹52,20,000