**REPORT**

**GOAL-**

I made this website with a goal of making my client’s life easier by saving their time and money in shopping.

As the name suggests users can buy clothes and footwear online at very cheaper rates from the market.

**Success evaluation-**

As I will be using SEO for promoting my website but it will also provide me with data of the hits that my website has got.

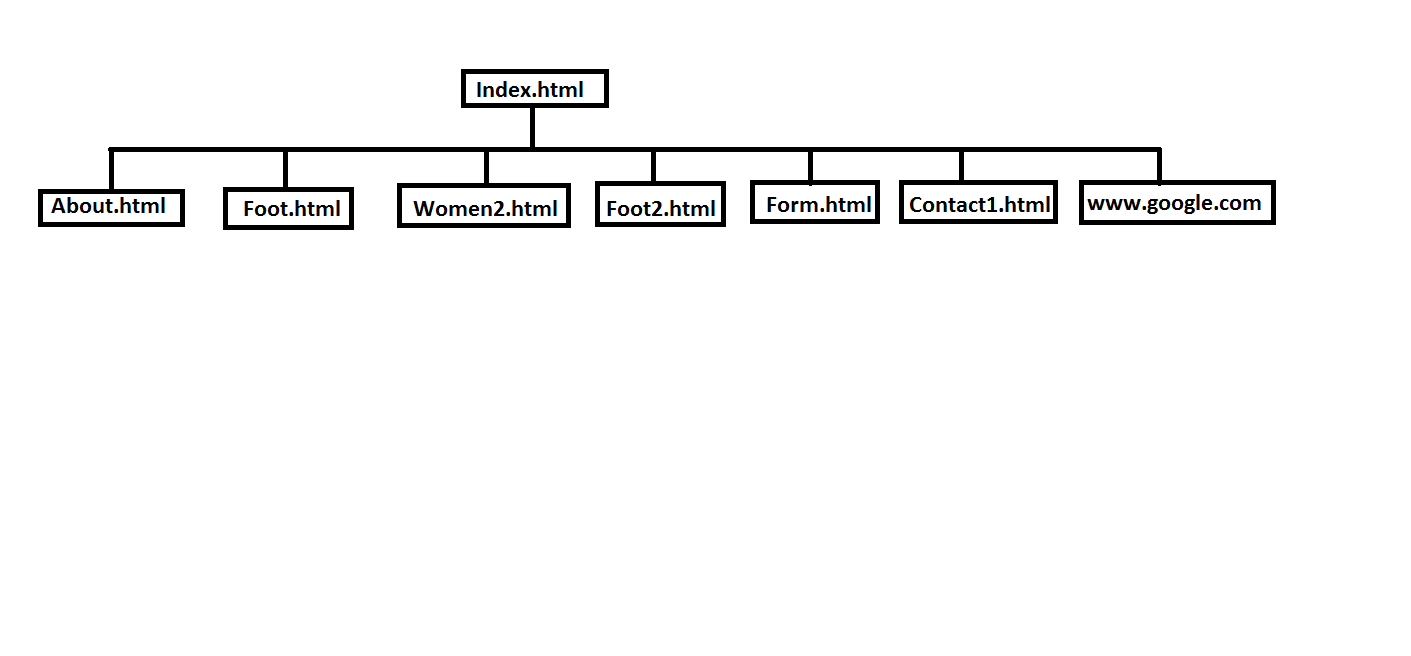
Then the number of online orders generated will be the second milestone in my success evaluation.

Overall revenue generated exceeding the set target will be the third milestone.

**Target Audience-**

1. My website is intended for youngsters belonging the age class of 18 to 30 years. As this class spends more time and money on shopping then others.
2. The items being sold on the website are selected on the basis of current fashion being followed by the youngsters.

**Site Flowchart-**

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