**Online Shopping Application**

1. ***Executive Summary***

This project provides clients with means to view the products with its detailed description and provide functionality to shop online.

1. ***Business Objectives***
   1. ***Business Need / Opportunity / Objectives***

Nowadays, it has been hard to go in store to purchase things given the lack of time. Online shopping platform is good solution for every business to reach easily to customer providing benefits like ease of accessibility ,24/7 availability and widened scope for reaching out customers.

With the help of online shopping platform, we pledge to increase our selling by 50%, increase number of customers and customer satisfaction with up to date information regarding new products.

* 1. ***Product Description (Solution)***

Online shopping platform will be built with ASP.net MVC framework. Frontend will be designed using Bootstrap, jQuery.

The key benefits will be:

* Attractive and easy to use UI/UX experience for the customer with dynamic design for all platforms
* Ease of access and detailed information regarding the new products and easy to manageability if the products with few clicks
* 24/7 access from anywhere and quick steps to order
* Expected overall KPI increase in the range of 10%
  1. ***Deliverables***

The deliverables will include:

* A function to login and view/edit profiles
* A function to order product function
* Functions to manage products for admin
* A function to adding products in cart
* A function to generate invoice

1. ***Project Description***
   1. ***Scope***

The functionalities to be implemented in this project are:

* Login/Register function, where user can register and save the personal information
* Order product Function, where user can purchase a product with address saved in the profile
* Manage product function, where admin can add the products, activate or deactivate the products, change the product details, upload product pictures
* Validation function, where products are validated for the price change at the time of checkout.
* Adding products into cart function, add the multiple products into the card and validate the cart products on checkout for any price changes
* Generate invoice function, generate the invoice considering all the products and their quantities.
  1. ***Completion Criteria***

An online shopping platform where user can be registered and authorized,

User can view all the products and can add the products into cart for future or order instantly by adding payment info and selecting the shipping address, Admin can login and add new products, add or update product details, activate or deactivate the products.

* 1. ***Measures of Project Success***

Increases number of client’s base by 25%.

Increases customer satisfaction by 50%.

Reduce the customer’s time by 50% providing the easy and user-friendly system.

1. ***Project Approval Form***

I, Ilir Dema, have reviewed the information contained in this document and approve the project proposal.

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