IFM2B10 Group Project Proposal

Team Name: *[Your Team Name]*
Team Leader: *[Name & Student Number]*
Members:

1. *[Full Name, Student Number, Surname & Initials]*

2. *[Full Name, Student Number, Surname & Initials]*
   (Add all team members)

Project Idea: "HeritageHub"

1. System Name

HeritageHub – An e-commerce platform for authentic South African traditional attire.

2. E-Business Category

B2C (Business-to-Consumer).

3. Business Case Description

- **Problem**: Limited online marketplaces specialize in curated traditional South African clothing, making it difficult for buyers to find authentic pieces and for artisans/small businesses to reach a wider audience.

- **Solution**: HeritageHub will be a **user-friendly Amazon-style marketplace** connecting buyers with sellers of traditional attire (Zulu, Xhosa, Sotho, etc.), accessories, and cultural artifacts. Features will include:

  - **Multi-vendor support** (artisans/small businesses can list products).

  - **Cultural storytelling** (blog/videos on attire history).

  - **Augmented Reality (AR) try-on** for virtual fitting.

  - **Secure payments** (local and international).

4. Possible Users

1. **Clients/Customers**:

   a. Locals seeking authentic attire for ceremonies.

   b. Tourists/Diaspora wanting cultural fashion.

2. **Administrators**:

   a. Manage vendors, orders, and content.

3. **Vendors/Artisans**:

   a. Sellers uploading products (with approval).

5. Value Added

- **Cultural Preservation**: Promotes and monetizes indigenous craftsmanship.

- **Convenience**: Centralized marketplace for hard-to-find items.

- **Innovation**: AR try-on and cultural education features.

6. Unique Selling Points (USPs)

- **Curation**: Authenticity verification for sellers.

- **Local Focus**: Emphasis on South African designers (unlike Amazon/Etsy).

- **AR Integration**: Virtual try-on sets it apart from competitors.

7. Technologies

- **Frontend**: React.js (responsive UI), AR.js (virtual try-on).

- **Backend**: Node.js + Express.js.

- **Database**: MongoDB (for product/vendor data).

- **Payment Gateway**: PayFast (local) + Stripe (international).

- **Hosting**: AWS or Firebase.

- **Version Control**: GitHub.

8. Diagrams (Optional but Recommended)

- **Use Case Diagram**: Show interactions between users (customer, vendor, admin).

- **System Architecture**: Outline frontend/backend/database flow.

Additional Notes for Submission

- **Peer Reviews**: Assign roles (e.g., frontend dev, backend dev, UX designer) to team members.

- **Business Acumen**: Highlight revenue streams (commission on sales, featured listings).

- **Problem-Solving**: Address challenges (e.g., AR latency, vendor fraud prevention).

Alternative 1: B2B Marketplace (Wholesale for Retailers)

System Name: "HeritageWholesale"

E-Business Category: **B2B** (Business-to-Business)

Business Case Description

- **Problem**: Small retailers/tourist shops struggle to source bulk quantities of authentic traditional attire directly from artisans.

- **Solution**: A **wholesale platform** where:

  - **Artisans/Manufacturers** list bulk products (e.g., 50+ units of Zulu beadwork).

  - **Retailers/Boutiques** purchase inventory at discounted rates.

  - **Features**:

    - Bulk order discounts.

    - Logistics support (shipping, import/export for international buyers).

    - Quality certification for authenticity.

Users

1. **Suppliers**: Artisans, cooperatives, manufacturers.

2. **Buyers**: Local boutiques, international retailers, event planners.

3. **Admin**: Manages approvals, disputes, and logistics.

Value Added

- **Scalability**: Helps artisans reach larger markets.

- **Cost-Effective**: Retailers save time/money sourcing directly.

What Sets It Apart

- Focus on **bulk transactions** (unlike B2C platforms like Etsy).

- **Logistics integration** (e.g., DHL partnerships for global shipping).

Technologies

- Same stack as B2C, but add:

  - **ERP Integration** (e.g., SAP for inventory management).

  - **Bulk pricing algorithms**.

Alternative 2: C2C Peer-to-Peer Marketplace (Resale/Rental)

System Name: "CultureSwap"

E-Business Category: **C2C** (Consumer-to-Consumer)

Business Case Description

- **Problem**: Many own traditional attire but only wear it once (e.g., weddings), leading to waste.

- **Solution**: A **peer-to-peer platform** for:

  - **Renting/Renting out** attire (e.g., Xhosa umbhaco for a graduation).

  - **Reselling** pre-owned pieces.

  - **Features**:

    - **Review system** for trust.

    - **Geo-location** to find nearby rentals.

    - **Cleaning verification** for hygiene.

Users

1. **Lenders/Sellers**: Individuals renting/reselling their attire.

2. **Borrowers/Buyers**: Those needing short-term or affordable options.

3. **Admin**: Handles fraud prevention and disputes.

Value Added

- **Sustainability**: Reduces textile waste.

- **Affordability**: Cheaper than buying new.

What Sets It Apart

- **Rental-focused** (unlike Amazon/Etsy).

- **Community-driven** (e.g., "borrow from a local elder" feature).

Technologies

- Add:

    o **Stripe Connect** (for rental payments).

    o **Google Maps API** (for location-based rentals).