🛒 PRD – "AmazonSV" (Working Title)

Web App for Buying and Importing Amazon Products to El Salvador

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📘 1. Executive Summary

AmazonSV is a web platform that allows users in El Salvador to **buy products from Amazon.com**, even though Amazon does not officially operate in the country.
The app acts as a **trusted intermediary**, managing the entire process: - **Purchasing** the product on Amazon on behalf of the customer. - **Importing and handling customs clearance**. - **Delivering locally** to the customer's door.

Goal: Make international shopping accessible, transparent, and reliable for Salvadorans.

📖 2. Product Objectives

Type	Objective
🎯 Primary	Enable Salvadorans to buy from Amazon without needing an international card or US address.
🎍 Secondary	Simplify the logistics experience: tracking, import, and delivery.
🎥 Tertiary	Monetize through service fees, import costs, and premium subscriptions.

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3. Target Audience

Segment	Characteristics
Young buyers (18–35)	Digital natives seeking better prices on gadgets, fashion, and books.
Professionals and families	Prefer convenience and trustworthy service for hard-to-find items.
Entrepreneurs / resellers	Buy in bulk for resale or business use.

💼 4. Value Proposition

> "Shop on Amazon without worrying about customs, payments, or shipping. We handle everything for you."

Core Pillars: -   Simple purchase: paste any Amazon link.
- 🎍 Guaranteed delivery to your home.
- 🧾 Local payments (national cards, bank transfers, or cash).

-       Transparent tracking and order status.
- 📸Automatic price breakdown (product + import + service).

⚙️5. Key Features
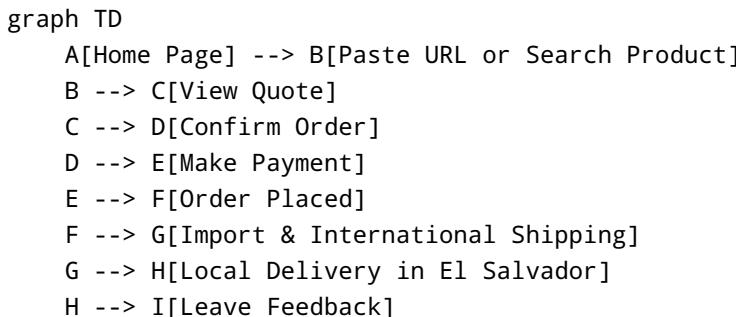
🧱MVP (Phase 1)

1. **Product search/import**
2. Users can paste a URL or search for items (via Amazon scraper API).
3. **Real-time quote**
4. Instant calculation of total cost: product + shipping + taxes + commission.
5. **Checkout and payment**
6. Local payment support: credit/debit, Tigo Money, or bank transfer.
7. **Order management**
8. Statuses: *Ordered → In Transit → Customs → Delivered*.
9. **Notifications and tracking**
10. Email + push notifications + web dashboard.
11. **Customer support**
12. Integrated chat or WhatsApp contact.

📲Phase 2 (Scaling)

- • **PrimeSV Membership** (discounts and faster shipping).
- • **Referral program**.
- • **Smart recommendations**.
- • **Order history and invoices**.
- • **Local warehouse for faster urban deliveries.**

🧮6. User Flow

```
graph TD
    A[Home Page] --> B[Paste URL or Search Product]
    B --> C[View Quote]
    C --> D[Confirm Order]
    D --> E[Make Payment]
    E --> F[Order Placed]
    F --> G[Import & International Shipping]
    G --> H[Local Delivery in El Salvador]
    H --> I[Leave Feedback]
```

🛠️7. Technical Architecture (Overview)

Layer	Technology / Service
Frontend	Next.js (Web only)

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Backend	Node.js (NestJS) / Express
Integrations	Amazon Product API (scraper), PayGate, Twilio, Google Maps, Shippo
Database	PostgreSQL + Prisma ORM
Infrastructure	AWS (ECS, S3, CloudFront), CI/CD (GitHub Actions)
Analytics	Mixpanel / PostHog
Future AI Support	Chatbot for order tracking and product assistance

💰 8. Business Model

Revenue Stream	Description
Service Fee	8–15% per order depending on size/category.
PrimeSV Membership	Monthly subscription for discounts and shipping priority.
Import Margin	Small markup on customs and logistics management.
Affiliate Revenue (optional)	Amazon affiliate partnership.

🔐 9. Legal Considerations

• Compliance with **El Salvador customs regulations (DGA)**.
• Accurate declaration of imported goods.
• Transparent return and refund policies.
• Protection of user data under Salvadoran data privacy law.

📊 10. Key Metrics (KPIs)

Metric	Target
CAC	<$10 USD
Average Delivery Time	< 15 days
Repeat Purchase Rate	>30%
NPS	>70
Conversion Rate	>4%

📅11. Timeline (Phase 1)

Month	Milestone
1–2	UX/UI Design + Scraper Feasibility Validation
3–4	Functional MVP (quoting + local payments)
5	Beta testing + logistics pilots
6	Public Launch (Web Platform)

12. Risks & Mitigations

Risk	Mitigation
Amazon API restrictions	Use scraping + affiliate backup.
Customs delays	Partnerships with local freight forwarders.
High logistics cost	Negotiate courier partnerships (DHL, Aerocasillas).
Package loss	Insurance and verified tracking system.

🕐13. Unique Differentiators

Unlike typical courier intermediaries, **AmazonSV** offers: - A **fully digital, automated shopping experience**.
- **Transparent final pricing** before checkout.
- **Local payment options** and customer service in Spanish.
- **Reliable delivery timelines** with end-to-end visibility.

Next Step: Confirm if you want me to add wireframes or mock sections for the quoting and checkout flow (ideal for stakeholder review).