**F-Commerce**

**Business Description**

* f-commerce – Facebook-enhanced retail – is the shiny new money- making- star for industry players and investors. 2010 was a big year for retailers and social media as the integration of the two flourished.
* f-commerce is already a viable retail platform with 1 in 11 users that are on Facebook. Another notable fact is that 200+ million Facebook users are accessing the utility through their mobile devices. For example, EasyJet and Delta Airlines added a booking engine to their Facebook pages and Levi’s integrated Facebook and Levis.com together to create a social shopping experience. Disney also joined the fray and put movie tickets for sale on Facebook and JC Penney opened a fully-functional online store within Facebook

**Feature set**

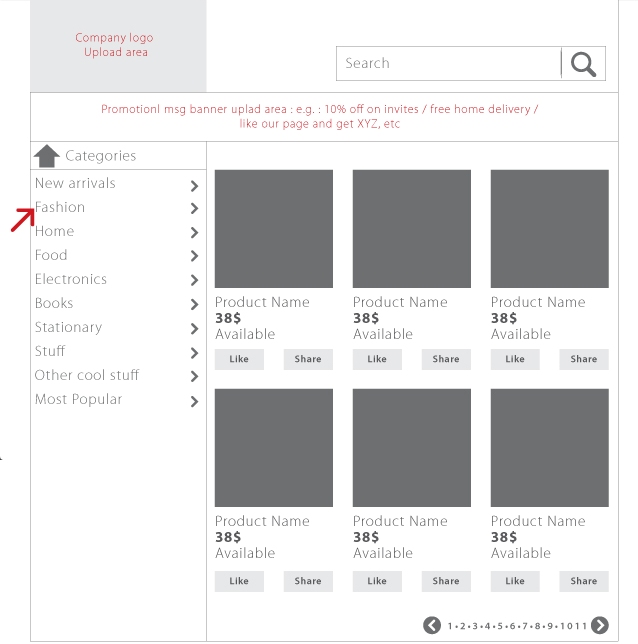
Application Features set.

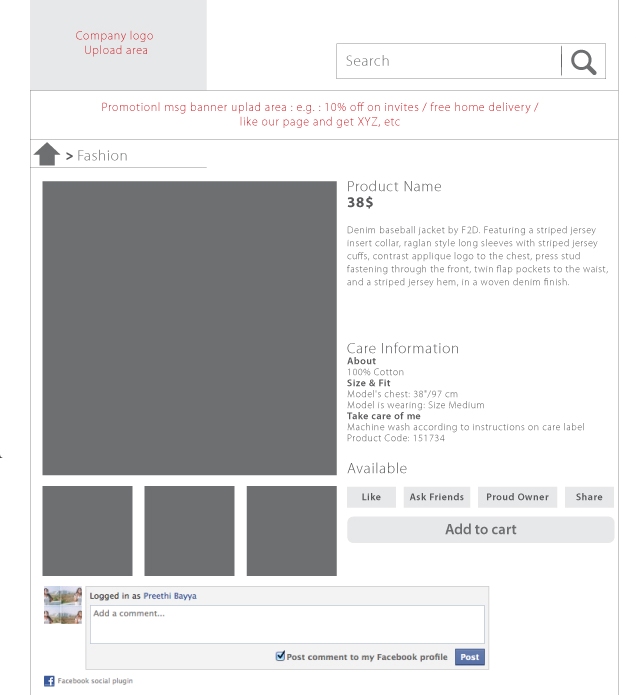
* Admin for Product Catelog Management
* Admin for Product Category management
* Product Browsing
* Product category browsing
* Share Products with Friends or Like Products
* Buy Product will take a link to external e-commerce site where product
* will be listed.
* Comment on Products .

Product will have following parameters

* Title , description , 3 images , MRP , Discounted price , Buy Link
* Choose category to be associated , a product can be part of multiple category

**Wireframes:**

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