

# StyleUp Fashion Store Launch

Project Plan & Timeline (Oct 1, 2025 - Jan 10, 2026)

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# Objective & Target Audience

Launch a stylish, user-friendly eCommerce site for urban, fashion-conscious men & women (Ages 18-45) active on Instagram & TikTok.



# Key Features (MVP Scope)



## Products & Categories

Product Variations (size, color),  
High-res Gallery, and Mega Menu.



## Filters & Sizing

Advanced filters (category, size,  
brand, price) and per-product Size  
Guides.



## Operations

Integrated Returns Portal,  
Payment Gateway, and Shipping  
solutions.



# Platform & Technology Stack



## Platform: Shopify

Chosen for variation management, inventory scalability, and low maintenance.



## Core Apps

Advanced Product Filter and a dedicated Returns Management app.

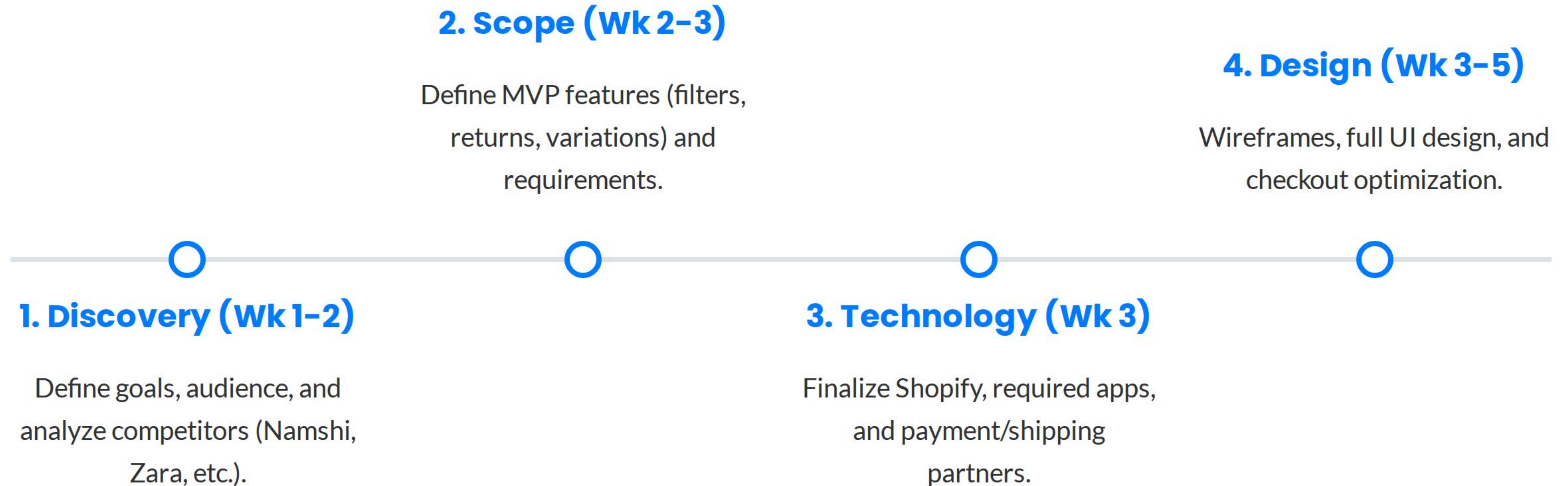


## Partners

Paymob (Payment Gateway) and Bosta or Aramex (Shipping).

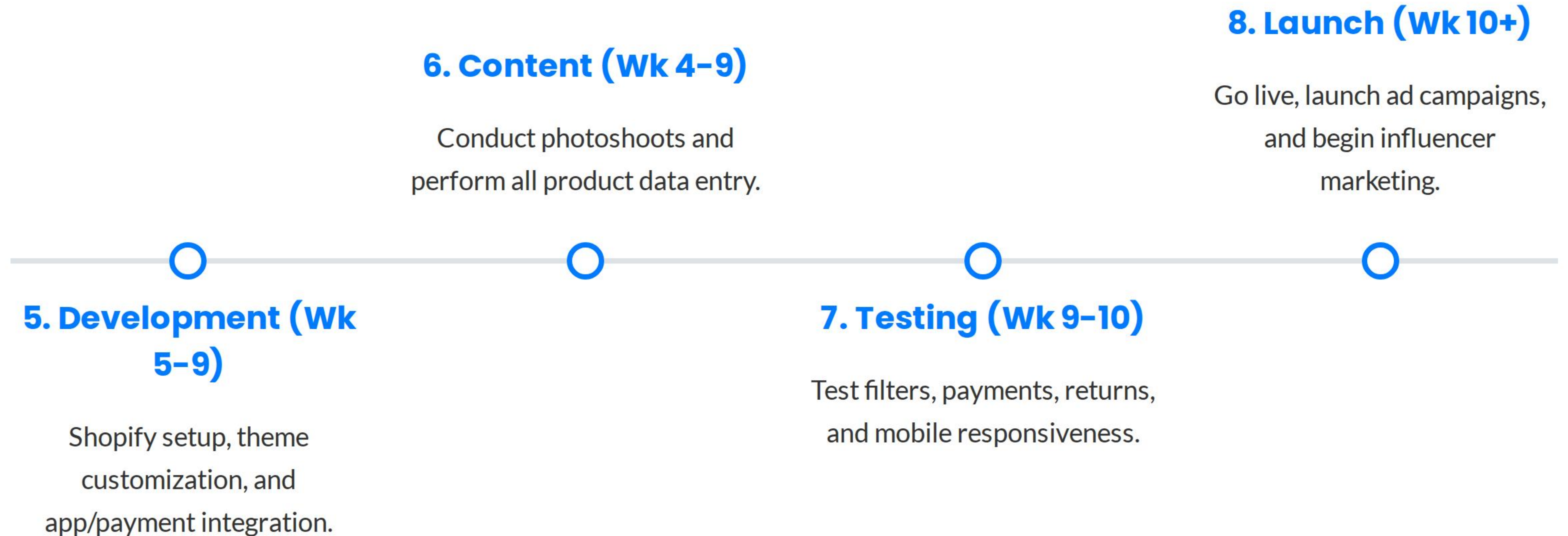


# Project Timeline (Phase 1: Weeks 1–5)





# Project Timeline (Phase 2: Weeks 5-10+)





# Key Focus Areas & Challenges

## Content & Photography

This is a major workload. Professional photoshoots and detailed data entry for all variations (size, color) are critical for success.

## Mobile-First Testing

With an expected 80% of sales via mobile, testing on-device for filter accuracy, payment flow, and responsiveness is a top priority.

# Questions?

Thank you.