

StyleUp Fashion Store Launch

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

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

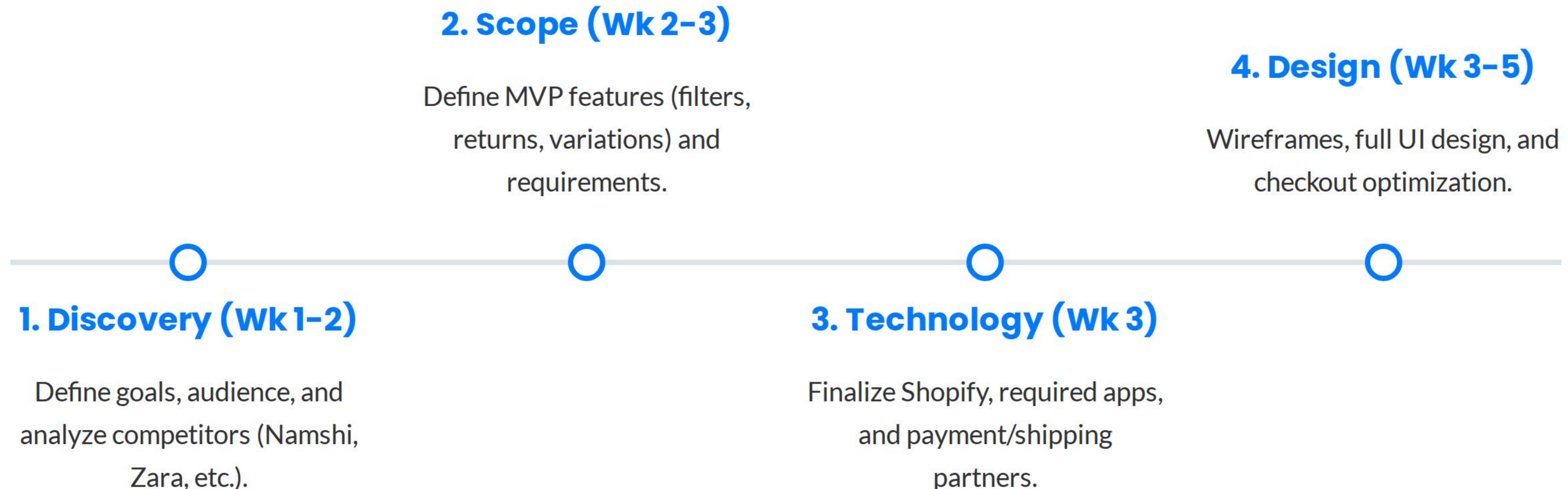
Advanced Product Filter and a dedicated Returns Management app.



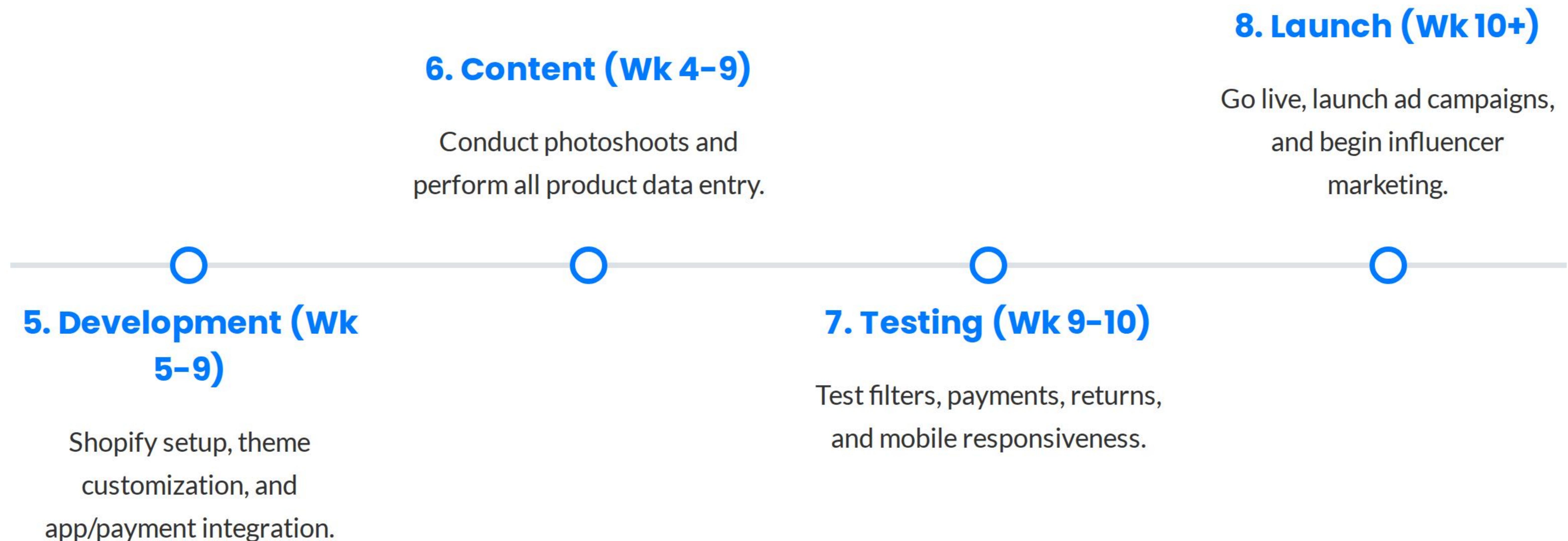
Partners

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.