NORTH SOUTH UNIVERSITY

CSE 482 | Section 03

Project Proposal

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Project Proposal

Online Fashion Store

In this growing world of technology, it is now a matter of seconds for a company to reach out to their customers with their brand-new line of products. Online shopping is now a key part of the business industry because of its popularity among the customers in the national and international market, and also how easy it is for a company to display their products to a customer sitting anywhere around the globe. Many companies have more than doubled their revenues just by integrating ecommerce into their business. Customers, on the other hand, not only gets attracted because online shopping is convenient, but also because they can now have broader selections, can view and compare the pricing, or can easily have access to much more information about a product.

Our hypothetical company is also taking its step towards this modern era of marketing by introducing their first ecommerce website, an Online Fashion Store, where they would showcase their latest fashion wears, like apparels, traditional, formal wears etc. to the millions of customers worldwide. Since this is a highly competitive market, to attain a sustainable position in the market and mark itself as a reputative brand with their high-quality products, our task would be to guide the company so that it can provide a seamless, unique and immersive shopping experience to its customers.

The website would be open for any customer to view the products and pricing but only allow registered users to perform any purchase. To register, customers would have to provide with their basic information and phone numbers and passwords for their new accounts. Email address would be set as their user id to log into their accounts. Once registered, customers can enjoy the full shopping experience the website would provide by simply logging into their respective accounts.

The administration would have complete access to the website (except confidential data of the customers). They can add or remove administrators, can modify the contents of the website, would be able to reset the password of a customer in case of forgotten password, can view the financial statement, the monthly / yearly revenues; thus, would be able to monitor the whole system.