

Technical Foundation Document

Wrap & Snap

1. Business Goals

Wrap & Snap aims to revolutionize the gifting experience by providing:

- **Custom Gift Boxes** with themed packaging.
- **Premium Gift Wrapping** with elegant embellishments.
- **Polaroid Photo Printing** for personalized memory keepsakes.
- **Surprise Gift Delivery** to enhance customer convenience.

Our goal is to make gifting effortless, aesthetic, and meaningful while remaining budget-friendly.

2. Key Features

1. **Custom Gift Boxes** – Handpicked items arranged with beautiful, thematic packaging.
2. **Professional Gift Wrapping** – Unique wrapping designs with high-quality materials.
3. **Polaroid Printing** – Instant high-quality prints for personalized gifts.
4. **Surprise Gift Delivery** – Ensuring scheduled and surprise deliveries.
5. **Corporate & Event Gifting** – Bulk and custom orders for businesses and special occasions.
6. **Eco-Friendly Packaging** – Sustainable and recyclable wrapping options.

3. Technology Stack

Frontend:

- NextJS (for a dynamic and interactive UI)
- Tailwind CSS (for styling)
- TypeScript (for type safety)

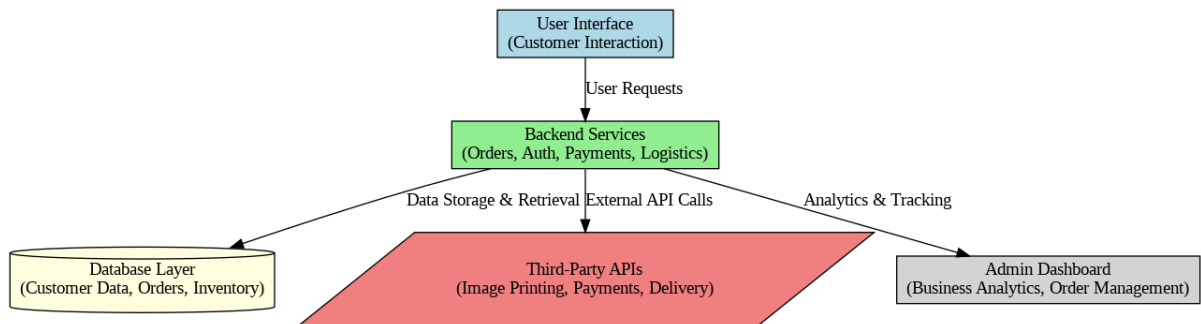
Backend:

- Sanity

APIs & Integrations:

- Payment Gateway (Stripe)
- Data API
- Sanity

4. System Architecture Overview



5. Workflows

1. User selects a gift box, wrapping, and photo printing options.
2. User provides delivery details and payment method.
3. Order is processed and stored in the database.
4. Confirmation email/SMS is sent to the user.
5. User receives tracking link via email/SMS.
6. API fetches real-time delivery status from the logistics partner.

8. Financial Projections

Initial Investment: PKR 30,000 – PKR 50,000

- Supplies (Gift boxes, wrapping materials, Polaroid printer) – PKR 20,000
- Marketing Budget – PKR 10,000
- Delivery & Logistics – PKR 5,000
- Miscellaneous – PKR 5,000

Projected Revenue (First 6 Months):

- Estimated Sales: PKR 50,000 – PKR 200,000
- Profit Margin: ~40%

9. Call to Action

Wrap & Snap is looking for:

- **Funding & Investment** to scale production and marketing.
- **Partnerships** with event planners, gift shops, and marketplaces.
- **Customer Engagement** through pre-orders and loyalty programs.

This document provides a structured technical overview of Wrap & Snap, ensuring a solid foundation for development and future expansion.