

## **Day 7 - Live Deployment and Post-Launch Practices:**

### **Objective:**

The objective of Day 7 is to successfully deploy the marketplace to a live production environment, following industry best practices to ensure security, scalability, and operational readiness. Post-launch activities such as branding, marketing, and investor partnerships are also key to sustaining business growth.

### **Go Live Practices:**

#### **1. Production Deployment:**

- a. Configure production environment variables securely.
- b. Use trusted hosting platforms (AWS, Azure, Vercel) and enable HTTPS.
- c. Keep the production repository private and separate from staging repositories.

#### **2. Penetration Testing & Security:**

- a. Perform vulnerability testing (e.g., SQL injection, XSS, CSRF) using tools like OWASP ZAP or Burp Suite.
- b. Encrypt sensitive data (e.g., passwords, payment details).
- c. Implement role-based access control and maintain a separate admin dashboard.

#### **3. Disaster Recovery (DR) Planning:**

- a. Schedule regular backups and store them securely.
- b. Create a DR plan to restore operations in case of failure, and test the DR environment periodically.

#### **4. Monitoring and Maintenance:**

- a. Use monitoring tools like Google Analytics, Sentry, and Pingdom.
- b. Regularly optimize site performance and track issues.
- c. Plan for scheduled maintenance and inform customers in advance.

### **Post Go Live Practices:**

#### **1. Branding and Marketing:**

- a. Design a professional logo and develop a strong social media presence.

- b. Use paid ads, SEO, and email campaigns to attract customers.
- c. Launch promotions or referral programs to increase customer engagement.

## **2. Investor Partnerships:**

- a. Pitch your marketplace to potential investors, highlighting scalability and business potential.
- b. Clearly define contract terms, including equity sharing, roles, and responsibilities.

## **3. Inventory and Resource Management:**

- a. Collaborate with investors to manage inventory and automate inventory tracking.
- b. Allocate resources for data entry, order fulfillment, and customer support.

## **Conclusion:**

Day 7 serves as the critical phase in deploying a fully functional marketplace, ensuring it is secure, scalable, and ready for production. Post-launch activities, including branding, marketing, and establishing investor partnerships, are essential for long-term business success. Careful planning and ongoing maintenance will help in sustaining growth and ensuring a smooth operational experience.