

# Nike - E-Commerce Fashion Marketplace

## Problem Statement:

Customers struggle to find customized, high-quality shoes and fashion products that match their style and comfort preferences.

## Solution:

Nike Marketplace provides personalized shoes and fashion accessories, allowing users to customize color, size, and material according to their preferences.

## Market Opportunity:

The global fashion e-commerce market exceeds \$700 billion. Consumers are increasingly seeking unique and trendy products.

## Product Features:

- API Integration for real-time product updates
- Custom Shoe Builder for personalized designs
- Secure Payment Integration
- User Reviews & Ratings

## Business Model (Revenue Generation):

- Product Sales (Commission per item sold)
- Customization Charges (Extra for unique designs)
- Premium Membership (Exclusive deals & early access)

## Marketing Strategy:

- SEO & Social Media Marketing
- Influencer Collaborations
- Targeted Ads (Instagram, TikTok, Facebook)

## Technology Stack:

- Frontend: Next.js, TypeScript
- Backend: Sanity CMS, API Integrations
- Hosting: Vercel

## Team:

Lead Developer: Muhammad Momin

### **Financial Projections:**

- Year 1: \$10K Revenue
- Year 2: \$50K+ Growth & Expansion
- Year 3: Investor Funding & AI Features

### **Call to Action:**

Looking for investors, partners, and early adopters.

### **Contact Information:**

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