SIMPLE

APPAREL

A CLOTHING E-COMMERCE WEBSITE UTILIZED IN HTML5 AND CSS

COMPANY BACKGROUND

- Simple Apparel is a business that provides apparel and accessories. Although the company began as a coffee shop before becoming "Simple Apparel." It started in the year 2020 when Simplicio and Appapi, the two entrepreneurs, began a modest coffee company until Simplicio, one of the entrepreneurs, became interested in creating clothing after seeing customers dressed in a trendy and appealing manner. Thus, this marked the beginning of the "Simple Apparel" clothing business.

- Starting an apparel business was challenging for the two entrepreneurs due to the numerous challenges they faced. They find it hard to simultaneously manage the coffee business and the newly established clothing business. As a result of the less popular nature of the coffee business, the entrepreneurs decided to discontinue it.

- Despite the danger of starting a new business, the two entrepreneurs took a chance and concentrated on operating the "Simple Apparel" company. As a result, the business became solid and continues to improve because of the two's hard work and commitment. Currently, The "Simple Apparel" is steadily improving with freshly designed garments and aggressively engaging the Internet by launching an e-commerce website.

PROJECT DESCRIPTION

- Simple Apparel aims to establish a cutting-edge clothing business that seamlessly blends style, sustainability, and technology. The business' mission is to redefine the apparel experience by offering a curated collection of fashion-forward clothing while prioritizing ethical and eco-friendly practices. This business develops unique and trendsetting clothing collections that cater to various demographics and style preferences.

- In this day and age, the internet is relevant. Therefore, the company Implements cutting-edge technology to enhance the shopping experience of their customers. The company created an e-commerce website to increase the convenience of their customers.

- Through Simple Apparel, the business aspires to contribute to a more sustainable and conscious fashion industry while delivering a unique and personalized shopping experience. This aligns with the growing demand for ethical practices in fashion and positions our brand as a leader in the intersection of style, sustainability, and technology.

PROBLEM STATEMENT

In the realm of the clothing industry, an array of challenges presents themselves, demanding innovative solutions and strategic adaptations. From navigating supply chain disruptions to grappling with sustainability concerns, the landscape is dynamic and multifaceted. These obstacles not only impact the operational efficiency of businesses but also influence their ability to meet evolving consumer expectations.

Confusion of Customers in Accessing an Online Shopping Website

Customers often experience confusion in online shopping due to several factors. It can be the limited tangibility of the product, inconsistent sizing, and complex navigation and user interface. To mitigate these obstacles, the company focused on providing clear and concise information, addressing the sizing issues, and building trust in their customers.

The Travel and Transportation Invested by the Customers.

Travel and transportation can pose challenges for customers in the clothing business, particularly when it comes to the purchase and delivery of clothing items. Simple Apparel invested in efficient and transparent logistics and transportation systems to address these challenges. This includes providing accurate delivery estimates, offering reasonable shipping costs or incentives, and implementing customer-friendly return policies.

The Inconvenient Store Hours which Customers Face

Unlike physical stores with fixed operating hours, online shopping allows consumers to browse and make purchases at any time of the day or night. This flexibility is particularly valuable for individuals with busy schedules, varied working hours, or those in different time zones

Supply chain management

The clothing industry faces recurrent challenges related to supply chain disruptions, such as delays in raw material procurement, manufacturing bottlenecks, and transportation issues. Hence, Simple Apparel is equipped to handle such disruptions by having certain strategies such as strategic sourcing and supplier relations. This will help the business to lessen its disruptions to its customers.

Digital Transformation

The rise of e-commerce has intensified competition in the clothing industry. Therefore, Simple Apparel adapts to the digital landscape by creating a user-friendly online platform and implementing effective digital marketing strategies to stay competitive and reach a broader audience.

PROJECT OBJECTIVES

1. Establish a brand that prioritizes simplicity, comfort, and affordability, aiming for people seeking a minimalist yet fashionable wardrobe.
2. Develop an engaging and user-friendly digital platform that reflects the essence of the Simple Apparel brand. Create a website or app that is visually appealing and aligns with the brand's aesthetics.
3. Make it simple for people to buy our clothes online and get them delivered quickly and securely. Implement a straightforward and hassle-free online purchasing process that is also secure and encrypted when checking out.
4. Build a strong relationship with our customers by providing exceptional customer service so that they keep coming back to shop with us.
5. Implement customer preference by understanding the likings of the customers and integrating them to provide personalized product recommendations suited to their tastes. This will create an immersive experience for each customer to build a solid relationship with the website and the Simple Apparel brand.

Significance of the Study

Online Shoppers

The study gives online shoppers an easy-to-use website that will make their lives shopping clothes easier, but also get further inspiration from the clothes that the website sells.

Fashion Enthusiasts

The study makes fashion enthusiasts explore more fashion through the website. It gives insights into the world of fashion and it makes their designs/ideas come to reality with the website.

Future Developers

The study aims to further give the developers an inspiration to make their own website in order to assess and improve their skills.

Researchers

The study provides data that researchers can use to know what people like in clothes. Future researchers could use the data to make the designs better for people.

FEATURES AND ITS DESCRIPTIONS

To ensure user-friendly and convenient shopping, the Simple Apparel website is designed to consider its customer's perspective and comfort. The website provides multiple features that will cater to customer's needs without complications. From homepage to personalized recommendations, these features are crafted to provide a seamless and enjoyable shopping experience.

HOMEPAGE

This page showcases the latest trend of Simple Apparel products. It highlights the featured products, upcoming releases, events, and sales. This feature keeps the customer up-to-date on fashion trends.

NAVIGATION BAR

The website's navigation bar is designed to simplify the user's browsing experience. Hovering over the bar will show the main categories and subcategories featuring the products and information on the website.

CHECKOUT

This feature is intended to make the checkout process quick and easy. Everything happens on one page, from evaluating the cart to entering shipping information, selecting payment methods, and completing your order, for a quick and easy transaction. The layout guarantees that consumers may finish their transactions quickly and with fewer steps and clicks.

CATEGORIZED SELECTION

The categorized selection feature organizes carefully selected goods into various collections, making it easy for customers to identify the styles that would appeal to their interests. Therefore, it will improve the user's buying experience by providing a classified selection that not only displays variability but also helps them lead to their optimal fashion style.

SEARCH BAR

The website offers a search bar for easier browsing for clothes. Whether casual, home clothes, etc.

REVIEW SYSTEM

For users to give an exact rating of the clothes that they bought. This feature offers 1 - 5 stars, with 1 being the lowest rating and 5 with the highest rating.

SUGGESTIONS

A suggestion page for an interaction between the users and developers to further develop the website to its customers' satisfaction.

PERSONALIZED PAGE

A page for users to give them suggestions about their likes and dislikes.

FAVORITES

A favorite page to give them a bookmark for clothes that they either want to buy or save up for future purchases.

The Products we offer

T-shirt

Composed with high quality cotton with available various designs starting from simple to overly designed shirts. Furthermore, fixed, and custom sizes are available.

Jeans

Packed with denim fabric. The jeans are durable and versatile to all environments. Available in all sizes.

Dress

Comes in different sizes, styles and colors which are suitable for different occasions.

Hat

Made from various materials such as fabric. This product can serve both practical or fashion purposes.

Shorts

Composed with denim fabric or cotton. The shorts are designed to have a comfortable feeling. Available in longer or shorter lengths.

Jacket

Comes in various styles such as leather, denim or cotton. This product is suitable for fashion and weather-protection purposes. Available in different styles and designs.

Sunglasses

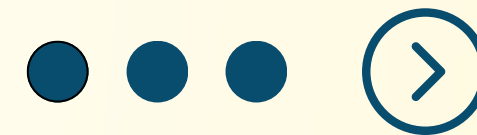Available in UV protection. The sunglasses come in various styles for fashion and comfort purposes.

Slacks

Made from cotton which are suitable for formal and fashion purposes. Available in all sizes.

Suits

Available in different sizes and styles. Combined with trousers and jacket. Furthermore, the suits are made in high quality materials.

Necklace

Composed of mid-tier materials but made for comfort. The materials were chosen for fashion purposes.

OUR WEBSITE

THANK YOU!