**DAY:1**

**PEERZADA STORE**

***Pakistan’s Premium Customised Gift Marketplace ......!***

**Concept:**

Peerzada Store is a **Karachi-based E-commerce platform specialising in customised gifts**, offering a wide range of products such as **wallets, keychains, pens, frames**, and **luxurious gift packaging**. With **nationwide delivery**, unmatched quality, and attention to detail, we aim to make every gift **personal, meaningful, and unforgettable**.

**Business Goals:**

1. **Problem**:
   * People in Pakistan often face difficulty finding **high-quality, customisable gifts** with unique designs and premium packaging that stand out.
   * Delivery and packaging standards are often compromised in local markets.
2. **Target Audience**:
   * **Individuals**: Celebrating birthdays, weddings, anniversaries, or expressing gratitude.
   * **Corporate Clients**: Needing branded gifts for employees, clients, and giveaways.
   * **Event Planners**: Seeking thoughtful additions to weddings, mehndis, or formal dinners.
3. **Products/Services**:
   * **Customised Wallets**: Premium leather wallets engraved with names, initials, or logos.
   * **Engraved Keychains & Pens**: Personalised with designs, logos, or names.
   * **Photo Frames**: High-quality frames customised with messages, names, or event themes.
   * **Gift Packaging**: Luxurious wrapping with customisable tags, ribbons, and premium boxes.
4. **Differentiation**:
   * **Attention to Quality**: Premium materials ensure every product feels luxurious.
   * **Beautiful Packaging**: Custom designs that impress at first glance.
   * **Nationwide Delivery**: Reaching even remote areas with secure packaging.
   * **Endless Customisation Options**: Giving customers creative control over their gifts.

**Data Schema:**

**Core Entities:**

1. **Products**:
   * **Attributes**:
     + ProductID: Unique identifier for each product.
     + Name: The product name (e.g., “Custom Wallet”).
     + Category: Wallets, Keychains, Pens, Frames, Packaging.
     + BasePrice: Price before customisation.
     + Material: Leather, metal, wood, or others.
     + Stock: Available inventory.
     + CustomisationOptions: Types of customisations allowed (e.g., engraving, printing).
   * **Description**: This entity defines all the products available in the marketplace and their properties, such as categories, pricing, and available customisation options.
2. **Orders**:
   * **Attributes**:
     + OrderID: Unique identifier for each order.
     + CustomerID: Reference to the customer placing the order.
     + ProductDetails: List of products ordered, including customisation details.
     + TotalAmount: Total price after adding customisation and packaging.
     + Status: Order status (e.g., Pending, In Process, Delivered).
     + Timestamp: Date and time of order placement.
   * **Description**: This entity tracks every order's lifecycle, from placement to delivery.
3. **Customers**:
   * **Attributes**:
     + CustomerID: Unique identifier for each customer.
     + Name: Full name of the customer.
     + ContactInfo: Phone number and email address.
     + City: Customer's city of residence (e.g., Karachi, Lahore).
     + OrderHistory: List of past orders.
     + Preferences: Saved customisation preferences.
   * **Description**: Captures customer information and builds loyalty by tracking order history and preferences.
4. **Customisation Requests**:
   * **Attributes**:
     + RequestID: Unique identifier for each customisation request.
     + ProductID: Product being customised.
     + Details: Customisation details (e.g., name, font style, uploaded image).
     + PreviewURL: Link to a visual preview of the customised product.
     + ApprovalStatus: Whether the customer approved the preview.
   * **Description**: Manages individual customisation requests for transparency and accuracy.
5. **Packaging Options**:
   * **Attributes**:
     + PackageID: Unique identifier for each packaging style.
     + DesignName: Name of the design (e.g., Elegant Black Box).
     + Material: Type of material used (e.g., cardboard, velvet).
     + Price: Additional cost for this packaging option.
     + Availability: Whether the packaging is currently in stock.
   * **Description**: Adds a layer of personalisation by allowing customers to choose premium packaging.
6. **Delivery Network**:
   * **Attributes**:
     + CourierID: Identifier for delivery personnel or service.
     + Region: The areas covered (e.g., DHA, Gulshan).
     + DeliveryTimeEstimate: Estimated time of delivery.
     + TrackingDetails: Real-time updates on the shipment.
   * **Description**: Handles logistics for on-time, secure delivery.
7. **Reviews & Feedback**:
   * **Attributes**:
     + ReviewID: Unique identifier for each review.
     + CustomerID: Reference to the reviewing customer.
     + ProductID: Product being reviewed.
     + Feedback: Customer comments.
     + Rating: Star rating out of 5.
   * **Description**: Builds community trust and showcases customer satisfaction.

**Unique Features:**

1. **Customisation Studio**:
   * An interactive tool on the website allowing customers to visualise their customisations in real time.
2. **Luxury Packaging Options**:
   * Premium packaging designs for special occasions, such as Eid, weddings, and corporate gifting.
3. **Karachi Express Delivery**:
   * Same-day delivery service for Karachi customers.
4. **Subscription Plans**:
   * Monthly or quarterly subscription boxes featuring curated customised gifts for recurring gifting needs.
5. **Gift Concierge Service**:
   * A dedicated team to assist with gift ideas, designs, and bulk orders for weddings or corporate events.
6. **Seasonal Themes**:
   * Limited-edition designs and packaging for Ramadan, Eid, Independence Day, and wedding seasons.
7. **Community Features**:
   * A "Gift Stories" section showcasing how customers used their customised gifts to make moments memorable.

**Why Peerzada Store Stands Out:**

* **Rooted in Karachi**: Local insights drive designs and delivery efficiency, reflecting the city’s vibrant culture.
* **Nationwide Reach**: Peerzada Store connects Karachi's quality craftsmanship with customers all over Pakistan.
* **Customer First**: From easy customisation to exceptional delivery, everything revolves around delighting the customer.

**Visual Layout for Peerzada Store**

**1. Homepage Design:**

**Header Section:**

* **Logo**: Centred at the top, displaying "Peerzada Store" with a tagline: "Customised Gifts for Every Occasion."
* **Navigation Bar**:
  + Home | Products | Customisation Studio | Packaging | Corporate Gifting | About Us | Contact
  + A search bar for users to quickly find products.
  + User login/signup button on the right-hand side.

**Hero Banner:**

* A large, high-quality image slider showcasing:
  1. Customised wallets with engraving options.
  2. Photo frames with a "before and after" customisation preview.
  3. Luxurious gift packaging designs.
* Call-to-action buttons:
  1. "Start Customising Now"
  2. "Explore Gift Packages"

**Categories Section:**

* Horizontal tiles with images for categories like:
  + Wallets
  + Keychains
  + Pens
  + Frames
  + Gift Packaging

**Featured Products:**

* A carousel showcasing top-rated or trending customised products.
  + Example: "Engraved Leather Wallet – Starting from PKR 2,000."

**Customer Reviews & Stories:**

* A scrolling section with:
  + Photos of gifts customers have customised.
  + Short testimonials.

**Footer:**

* Sections for:
  + Quick Links: FAQs, Returns Policy, Privacy Policy
  + Social Media: Instagram, Facebook, Twitter, WhatsApp
  + Contact Details: Address in Karachi, Email, Phone Number

**2. Product Page Layout:**

**Left Section:**

* A large image of the product with a zoom-in feature.
* Additional thumbnails showing angles or examples of customisations.

**Right Section:**

* Product Name: "Customised Leather Wallet"
* Price: "Starting from PKR 2,000"
* Drop-downs for:
  + Material Options
  + Colour Options
* Text boxes for entering:
  + Names or Initials
  + Custom Messages

**Customisation Preview:**

* An interactive tool displaying the product with entered customisation in real-time.

**Add to Cart Button:**

* Below customisation options with a delivery estimate.

**Reviews Section:**

* Customer photos and comments.
* Star ratings and feedback.

**3. Customisation Studio Layout:**

**Canvas Area:**

* A live preview of the product.
* Tools on the side for:
  + Adding Text
  + Uploading Images
  + Changing Font Styles

**Customisation Options:**

* Colour palette for materials.
* Slider for adjusting sizes.
* Pre-set designs for inspiration.

**Save & Proceed Button:**

* Allows users to save their design and proceed to checkout.

**4. Cart & Checkout Layout:**

**Cart Page:**

* List of items with:
  + Thumbnail preview.
  + Product name, price, and customisation details.
  + Remove/Edit buttons.

**Checkout Page:**

* Sections for:
  + Delivery Details: Address, contact info, city.
  + Payment Options: Cash on Delivery, Bank Transfer, Card Payment.
  + Summary: Total amount, applied discounts.
* A "Place Order" button at the bottom.

**5. Mobile-Friendly Design:**

* Responsive layout with:
  + Hamburger menu for navigation.
  + Simplified product previews.
  + Easy scroll sections for quick access.

**6. Colour Scheme:**

* Primary Colours: Elegant gold, deep brown, and white for a premium feel.
* Accent Colours: Subtle pastels for category highlights.