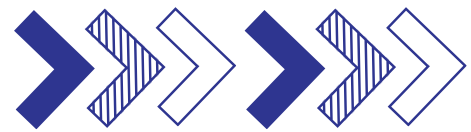


2024

WEBSITE PROPOSAL



Presented for :
Print Mitra

Presented by :
Develop Tech



Introduction

WE PROPOSE TO BUILD A ROBUST AND FEATURE-RICH E-COMMERCE WEBSITE SPECIFICALLY DESIGNED FOR SELLING PRINTABLE ITEMS. THE WEBSITE WILL INCLUDE ALL THE STANDARD FEATURES OF AN E-COMMERCE PLATFORM AND SEVERAL ADVANCED FUNCTIONALITIES TAILORED TO YOUR BUSINESS NEEDS. OUR GOAL IS TO DELIVER A USER-FRIENDLY, SCALABLE, AND EFFICIENT SOLUTION THAT ALIGNS WITH YOUR BUSINESS OBJECTIVES.

Key Features

- **Responsive Design:** Optimized for desktops, tablets, and mobile devices.
- **User Registration and Login:** Secure account creation and login functionality.
- **Guest Checkout:** Allow users to make purchases without creating an account.
- **Product Catalog:** Display products with categories, subcategories, and filters.
- **Search and Filter Options:** Advanced search with filters for price, category, and customization options.
- **Product Customization:** Editing canvas for on-the-go customization of printable items like visiting cards.
- **AI Chatbot:** Automated AI-powered chatbot for instant customer support and recommendations.
- **Wishlist and Favorites:** Allow users to save products for later.
- **Bulk Purchase Section:** Dedicated sections for bulk orders for schools, hospitals, and other institutions.
- **Personalized Recommendations:** AI-based recommendations based on user preferences and behavior.
- **Dynamic Pricing:** Adjust prices based on quantity, type of customer (individual vs. bulk buyer), or promotional offers.
- **Product Reviews and Ratings:** Enable users to review and rate products.
- **Multi-Currency Support:** Payment options for various currencies.
- **Multi-Language Support:** Enable users to switch between languages.
- **Secure Payment Gateway Integration:** Options for credit/debit cards, UPI, wallets, and net banking.
- **Order Tracking:** Real-time tracking for customer orders.
- **Dynamic Discounts:** Automatically apply coupons or discounts based on user activity.
- **Loyalty Points System:** Reward repeat customers with points redeemable on future purchases.
- **Newsletter Subscription:** Allow users to subscribe to updates and offers.
- **Social Media Integration:** Share products directly on platforms like Facebook, Instagram, etc.

Admin Panel Features

- **Dashboard Overview:** Key metrics and KPIs at a glance (sales, inventory, traffic, etc.).
- **Website Customization:** Easily update banners, products, images and some content.
- **Product Management:** Add, edit, or remove products, including bulk uploads.
- **Order Management:** Manage orders, track shipments, and handle returns or cancellations.
- **Inventory Management:** Real-time stock updates, alerts for low stock levels, and inventory history.
- **Sales Management:** Sales reports, revenue analysis, and performance tracking.
- **Customer Management:** Manage user accounts, order history, and communication.
- **Bulk Order Handling:** Special section for managing bulk purchase requests.
- **Invoice Generation:** Automated invoices for every purchase.
- **Role-Based Access Control:** Assign different access levels to admins and employees.
- **Marketing Tools:** Integration with email marketing and promotional campaign tools.
- **SEO Tools:** Optimize product pages and meta tags directly from the admin panel.
- **Logistic API Integration:** Seamlessly connect with delivery partners for real-time shipment tracking.
- **Distribution Channel Integration:** Manage distribution to various partners and sales channels.
- **Tax Management:** Automatic tax calculation based on location and product type.
- **Returns and Refund Management:** Easy handling of product returns and refunds.
- **User Feedback Analysis:** View and analyze user reviews and ratings.
- **Custom Reports:** Generate detailed reports on sales, inventory, and customer behavior.
- **Notification Management:** Send automated emails and SMS updates for orders, discounts, etc.
- **API Integration:** Connect with third-party services like CRMs, analytics tools, and logistics providers

Advanced Features

Editing Canvas:

- User-friendly interface for designing printable items.
- Real-time preview of designs.
- Drag-and-drop functionality for elements like text, images, and logos.
- Preloaded templates for various categories (e.g., business cards, flyers).
- Save progress and continue editing later.

AI Chatbot:

- Instant response to FAQs.
- Personalized recommendations based on user queries.
- Integration with customer service systems for escalation.

Logistic API Integration:

- Automatic label generation for shipping.
- Real-time shipping cost calculation.
- Integration with multiple courier partners.

Invoice Generation:

- GST-compliant invoices for every purchase.
- Bulk invoice generation for admin convenience.
- One-Time Setup and Training:
 - Initial setup of the platform.
 - Comprehensive training for your team to use the admin panel effectively.

Security Features

- **SSL Encryption:** Ensure secure data transmission.
- **Secure Payment Gateways:** PCI DSS-compliant payment integration.
- **User Data Protection:** GDPR-compliant data storage and handling.
- **Two-Factor Authentication:** Enhance account security for admins and users.
- **Regular Backups:** Scheduled backups to prevent data loss.

Additional Features

- **Affiliate Program Support:** Allow users to earn by referring others.
- **Advanced Analytics:** Integration with Google Analytics and other tools.
- **Mobile App Compatibility:** Mobile app support for Android and iOS.
- **Push Notifications:** Send updates directly to users' devices.
- **Product Bundling:** Offer combo deals and packages.
- **Flash Sale Management:** Create and manage time-bound sales events.
- **Shipping Cost Estimator:** Show estimated shipping costs during checkout.
- **Gift Cards:** Enable users to purchase and redeem gift cards.
- **Currency Conversion:** Real-time currency conversion for international buyers.
- **Abandoned Cart Recovery:** Send reminders to users who leave items in their cart.