Project Proposal

Omnichannel Commerce

Round—53
Batch—CS/NVIT—M/53/01
Group: B

Team Members

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Project Description:

We're excited to introduce our revolutionary Omnichannel project, designed to redefine your shopping journey. Seamlessly blending online and offline buying options, our platform boasts user-friendly navigation, diverse delivery choices, and automated inventory management. With advanced search capabilities, Wishlist features, and hassle-free returns, we prioritize your convenience. Stay updated with real-time tracking, enjoy regular discounts, and receive order confirmations for stress-free shopping. Whether online or at our physical store, we're committed to offering you a seamless and satisfying retail experience.

Project Features:

- **Automated Inventory Management:**

  Our smart inventory management system will automate stock updates, ensuring that popular products remain in stock and minimizing instances of overselling or stockouts.

- **User-Friendly Interface:**

  A visually appealing and intuitive platform with a user-friendly interface that ensures an enjoyable and seamless shopping experience for customers of all levels of technical expertise. The interface design focuses on easy navigation, clear product categorization, and a responsive layout for different devices.

- **Flexible Account Registration and Guest Checkout:**

  Customers have the option to create an account for a personalized shopping experience or proceed with a guest checkout for a quicker and more straightforward purchasing process. Account holders can access order history and saved preferences for future visits.

- **Responsive Customer Support:**

  A responsive customer support system that offers multiple channels of communication, including email, and a dedicated helpline.

- **Multiple Delivery Options:**

  Customers can choose from a variety of delivery options, including standard shipping, express delivery, and same-day delivery. The system provides real-time tracking and estimated delivery times to keep customers informed about their orders.

- **Product Reviews and Ratings**:

  A robust review and rating system that allows customers to provide feedback and share their experiences with products they have purchased. This feature helps potential buyers make informed decisions and builds trust in the quality of products offered.

- **Advanced Search and Filters:**

    An advanced search functionality that enables customers to find products quickly and efficiently by using filters such as price range, brand and other relevant attributes. This feature enhances the overall shopping experience by presenting customers with precisely what they are looking for.

- **Wishlist Management:**

    The Wishlist feature allows customers to create and manage personalized lists of products they are interested in. Customers can easily add or remove items from their Wishlist and receive notifications about price drops or special offers for Wishlist items.

- **Hassle-Free Return Policy:**

    Clearly defined and customer-centric return and refund policies that instill confidence in shoppers. If customers are dissatisfied with their purchases, they can initiate returns and receive refunds or replacements without unnecessary complications.

- **Regular Offers and Discounts:**

    The platform regularly updates and displays ongoing offers, discounts, and promotions to incentivize customers to make purchases. Time-sensitive deals and exclusive discounts encourage repeat purchases and foster customer loyalty.

- **Order Confirmation Emails:**

    After completing a purchase, customers receive automatic order confirmation emails containing detailed information about their orders, payment status, and estimated delivery dates. This reassures customers that their orders have been successfully placed and are being processed.

- **Cart Payment Other Payment Options:**

    Customers can easily add products to their shopping carts and proceed to a secure checkout process. Also, customer can pay with Baksh, Nagad and other mobile banking services. The payment gateway ensures smooth and secure transactions, providing customers with a convenient and safe shopping experience.

- **Reporting with RDLC:**

    Implement essential Ecommerce reports for administrators, including sales analysis, customer behavior insights, inventory management, and financial performance, enabling data-driven decision-making.

- **Customer Flexibility:**

    In addition to online shopping, customers have the option to buy directly from the physical store by visiting our retail location, providing a seamless omnichannel shopping experience.

By implementing these features, we are confident that our advanced online shopping platform will not only meet but exceed customer expectations, ultimately contributing to our business growth and success in the competitive online retail market.

Benefits:

- **Enhanced Customer Experience:** Elevate your satisfaction with a user-centric platform designed for your convenience, leading to lasting loyalty.

- **Global Market Expansion:** Our online presence transcends boundaries, connecting us with customers worldwide and extending our reach beyond physical limitations.

- **Informed Decision-Making:** Unlock valuable insights into your preferences, helping us make better business decisions and tailor offerings to your needs.

- **Competitive Edge:** Embrace technology's power as we stand out among competitors, attracting those seeking innovative and immersive shopping experiences.

Technology Stack:

Our tech-savvy team will utilize the following technologies to bring the platform to life:

- ➢ **Database**   : Microsoft SQL Server 2019 Enterprise Edition (v: 15.0.2000.5)
- ➢ **Backend**   : Asp.Net Core Web API 3.1 with C# v-10
- ➢ **Frontend**   : Angular 16.1.6, HTML5, CSS3, Bootstrap 5
- ➢ **IDEs**   : Visual Studio Enterprise 2022(v: 17.7.0), Visual Studio Code
- ➢ **API Consumer**   : Postman/Swagger
- ➢ **Reporting**   : RDLC
- ➢ **Diagramming**   : Visio

Conclusion:

With features that redefine retail and benefits that elevate satisfaction, we're poised to transform your shopping journey. Join us in a future where convenience, choice, and connection converge, creating an unparalleled retail experience.