

**Project Presentation of Industry-Oriented Hands-on Experience (IOHE)**

**On**  
**ECOMMERCE SPORTS WEBSITE**  
**(NEXURA)**

**SATVIK CHANDEL**  
**2011985038**

Department of Computer Science and Engineering,  
Chitkara University, Himachal Pradesh

Welcome to the official presentation of Nexura – your ultimate online destination for premium sports gear, apparel, and accessories. This project outlines the journey, vision, and execution plan of Nexura, an e-commerce platform built to serve the modern athlete and fitness enthusiast.



**CHITKARA**  
UNIVERSITY

**SPORT**



# VISION AND MISSION

## **Vision**

To become the leading digital sports marketplace that empowers individuals to embrace a healthy and active lifestyle through easy access to quality sports products.

## **Mission**

Nexura is committed to creating an immersive online shopping experience tailored to the sports community. We strive to offer:

A comprehensive selection of global and local sports brands.

A user-centric interface that simplifies discovery and purchase.

Community support through blogs, reviews, and sports challenges.

A commitment to sustainability through eco-friendly operations.





## **Why Now?**

The global sports and fitness industry has seen exponential growth in recent years. With a projected market value of \$479 billion by 2025, there's a growing demand for online platforms that specialize in sports gear and apparel.

## **Target Market**

Our primary users include amateur and professional athletes, gym-goers, weekend players, school and college sports teams, and fashion-conscious individuals who prefer athleisure wear. Nexura taps into both the utility and lifestyle aspects of sports retail.



# MULTI SPORTS PRODUCT CATEGORIES

Nexura offers a comprehensive range of products segmented by sport, ensuring users can quickly find what they need:

**Cricket:** Bats, balls, gloves, pads, helmets, jerseys, shoes, kits

**Badminton:** Rackets, shuttlecocks, nets, bags, grips, sportswear

**Hockey:** Sticks, balls, protective gear, turf shoes, apparel

**Accessories:** Bottles, bags, wristbands, performance monitors, guards and many more .

□ Users can shop by sport, skill level (beginner/professional), or purpose (training/match).



# TECHNOLOGY STACK



To power Nexura's seamless performance, we've chosen a robust and scalable technology stack:

**Frontend:** HTML for structure and CSS for styling

**Backend:** Javascript for proper functioning , Add to cart backend and all.





# USER JOURNEY



The Nexura shopping experience is designed to be intuitive and enjoyable:

**Homepage:** Engaging banners, trending collections, and personalized recommendations greet users.

**Browse Products:** Users can explore through categories, brands, and sports.

**Product Page:** Detailed images, specifications, reviews, and related items are shown.

**Cart & Checkout:** Simple cart management and multiple payment options.







## Marketing Strategy

To reach our audience effectively, we'll deploy an integrated digital marketing plan:

**Social Media Campaigns:** Engaging content on Instagram, twitter, and YouTube showcasing product use and customer stories.

**Email & SMS Campaigns:** Targeted offers, cart recovery reminders, and event-based promotions.

**Referral & Loyalty Programs:** Incentivize word-of-mouth and repeat purchases through point systems and rewards.





## AI-Powered Personalization

Nexura will leverage machine learning to offer:

Smart product suggestions based on browsing and purchase behavior

Personalized dashboards and fitness gear recommendations

AI-based size prediction and fit assurance

□ This will make the platform more intuitive and user-friendly over time.



# CONCLUSION

Nexura stands at the intersection of technology, sport, and lifestyle—redefining how athletes and enthusiasts access high-quality gear and equipment. By focusing on a broad yet curated range of sports like cricket, badminton, hockey, football, tennis, and cycling, Nexura offers more than just a shopping platform—it creates an ecosystem tailored to the unique needs of every player. From intelligent product discovery and expert recommendations to seamless checkout and sustainable operations, Nexura is built to serve the modern sports community with trust, convenience, and innovation.

In a world increasingly driven by health, performance, and digital experiences, Nexura isn't just keeping up—it's leading. With its user-first design, smart technology stack, and strong market potential, Nexura is poised to become the go-to destination for sports commerce in the digital era.



