

SARABE

ONLINE CLOTHES STORE

Project Proposal

The clothing e-commerce market in Kazakhstan is actively growing.
More people prefer online shopping because it saves time and
provides access to a wider variety of products.



Online shopping
demand is increasing



Small local stores
need digital
transformation



Many existing
platforms are
overloaded with
complex UI



We want to create a
simple, fast, user-
friendly clothing store

Competitor Analysis

The logo for Lamoda, featuring the word "LAMODA" in white, uppercase, sans-serif font inside a black rounded square.

LAMODA

Lamoda

Marketplace model
Wide product range
Mass segment

The logo for Zara, featuring the word "ZARA" in a black, stylized, serif font inside a white rounded square.

ZARA

Zara

Fast fashion
Global presence
Trend-focused

The logo for Massimo Dutti, featuring the brand name "Massimo Dutti" in a black, elegant, script font inside a white rounded square.

Massimo Dutti

Massimo Dt.

Premium brand
High quality
Limited audience

Target audience



Young people



Students



**Middle-inc
buyers**

Key Features

Feature 1 — Authentication System

JWT-based login & registration
Password hashing (bcrypt)
Role-based access (admin /
user)

Feature 2 — Product management

Create / Read / Update / Delete
products
Category filtering
Stock control system

Feature 3 — Shopping Logic

Add to cart
Wishlist system
Order creation
Automatic total price
calculation

Feature 4 — Admin Dashboard

Users statistics
Orders statistics
Total sales calculation

System Architecture



SARABE Inc.

01

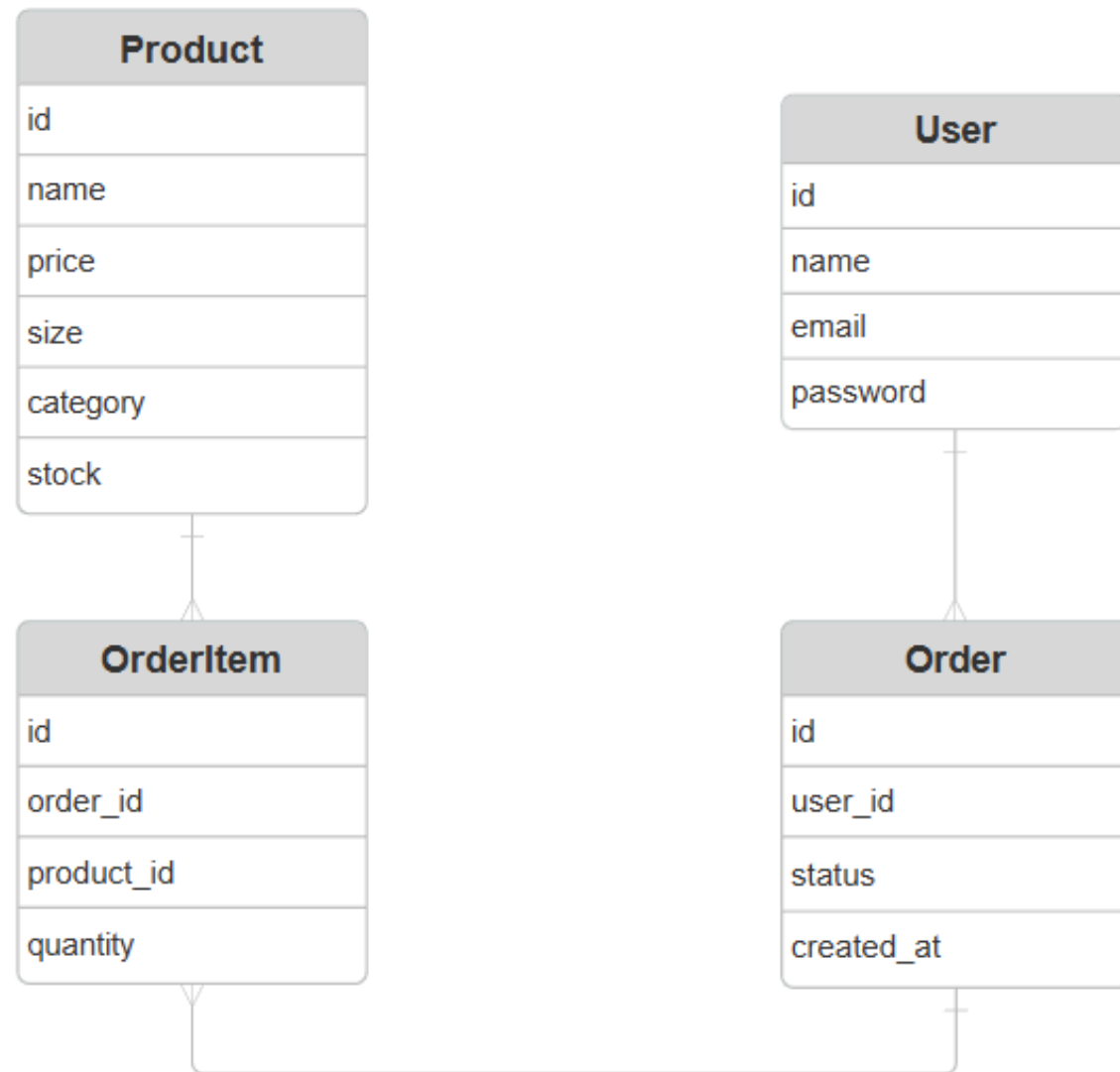
**Frontend
(HTML/CSS/JS)**

02

**Backend
(Golang REST
API)**

03

**MongoDB
Database**



01

Database Structure

MongoDB document-based design
Collections: User, Product, Cart, Order, Wishlist
References using ObjectID
Optimized queries for fast product search

02

Relationships & Logic

One User → Many Orders
One Order → Multiple Products
Stock updated automatically after order
Total price calculated dynamically

03

Data Integrity & Security

Password hashing (bcrypt)
Role-based access control
Input validation on backend
Protected admin operations