

# 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.



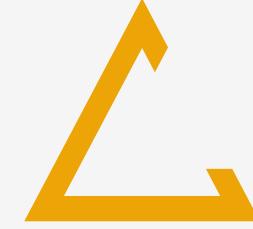
Online shopping  
demand is increasing



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



## Lamoda

Marketplace model  
Wide product range  
Mass segment



## Zara

Fast fashion  
Global presence  
Trend-focused



## Massimo Dt.

Premium brand  
High quality  
Limited audience

# Target audience



**Young people**



**Students**



**Middle-inc  
buyers**

# Key Features

## 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 1 – Authentication System

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

## Feature 4 – Admin Dashboard

Users statistics  
Orders statistics  
Total sales calculation

## System Architecture



SARABE Inc.

01

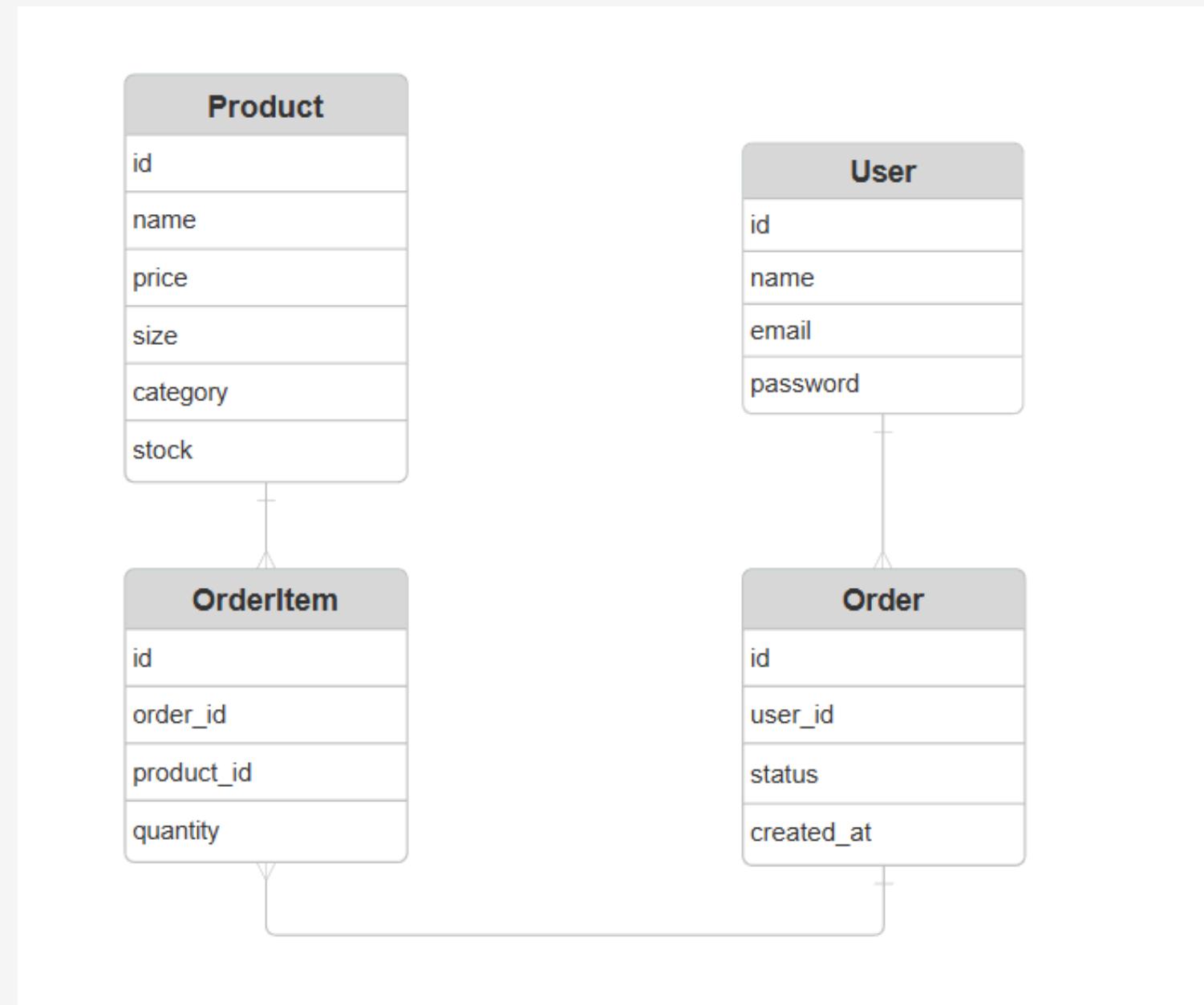
**Frontend  
(HTML/CSS/JS)**

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