

# Hekto Marketplace:

## Live Deployment & Post-Launch Practices



## Day 7 - Live Deployment and Post-Launch Practices Submission:

### Introduction:

This document highlights the successful live deployment and post-launch practices of my fully functional furniture marketplace 'Hekto,' accessible at

“ <https://hekto-marketplace.netlify.app/> “. The following sections highlight the deployment process, security measures, monitoring tools, and post-launch strategies applied to ensure the marketplace's operational readiness and growth.

## Deployment Process:

- **Environment Setup:** Configured the production environment using secure environment variables.
- **Hosting Platform:** Used Netlify as a reliable hosting solution with HTTPS enabled.
- **Codebase Management:** Maintained a private production repository and implemented version control.

## Security Practice:

- Implemented role-based access control for admin functionalities.
- Encrypted sensitive user data to enhance security and protect customer trust.

## Monitoring and Maintenance:

- Regularly refined the site for better load times and ensured mobile compatibility.

## Post-Go-Live Practices:

1. **Branding and Marketing:**  
Established a consistent brand identity and social media presence.
2. **Inventory and Resource Management:**  
Automated inventory tracking.
3. **Customer Engagement:**  
Collected user feedback and made iterative improvements.

## Future Roadmap:

- ❖ Expand product offerings and collaborate with partners for growth.
- ❖ Introduce new features to enhance the user experience and improve marketplace scalability.
- ❖ Continue monitoring security and performance while focusing on long-term growth.

## Conclusion

"Hekto" represents a significant milestone in my journey as a developer . This document encapsulates the hands-on experience gained during the live deployment and post-launch phases, providing a strong foundation for future projects.

## Business Pitch Deck



The following is a brief overview of the business pitch deck for the "Hekto" marketplace:

## 1. Introduction:

**Marketplace Name:** Hekto

**Tagline:** Your Ultimate Furniture Destination.

**Overview:** Hekto aims to connect furniture lovers with high-quality products at affordable prices.

## 2. Problem Statement:

Many consumers struggle to find a reliable online marketplace that offers a wide range of quality furniture with fast delivery and secure payment options.

## 3. Solution:

Hekto provides a seamless shopping experience with curated furniture collections, fast delivery, and a secure checkout process.

## 4. Marketplace Opportunity:

The global online furniture market is growing rapidly, with an estimated market size of \$50 billion. Hekto targets modern households and interior designers.

## 5. Product Features:

- ❖ User-friendly interface
- ❖ Secure payment gateway
- ❖ Mobile-responsive design
- ❖ Detailed product descriptions and reviews.

## 6. Business Model:

Revenue through:

- Commission on sales
- Subscription plans for premium sellers.

## 7. Marketing Strategy:

- ❖ Social media marketing
- ❖ SEO and content marketing
- ❖ Influencer collaborations and promotions.

## 8. Team:

This project is developed and managed by me as a solo developer and entrepreneur.

## 9. Call To Action:

Looking for partnerships and collaborations to scale the marketplace and expand product offerings.