East West University

Project Proposal

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Course Title: Information System Analysis and Design   **Course Code:** CSE347

Sec: 05

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PoshuPakhi: An E-Commerce Platform for Pet Products in Bangladesh

Purpose:

Our proposed e-commerce platform "**PoshuPakhi**" is focused on serving pet owners across Bangladesh by providing a wide range of pet-related products such as accessories, food, supplements, medicines, grooming items, and more. The platform will be designed to ensure convenience, quality, and trust for customers who seek reliable pet care products online. Our goal is to help manage stock, track sales, and streamline daily operations both for the admin and warehouse team.

Why this project?

Pet owners in Bangladesh often struggle to find reliable, high-quality pet products locally. This platform may solve the accessibility issue by bringing everything pet-related under one digital roof. The pet industry in our country is growing, but there's a lack of organized e-commerce focused on pets. This project may fill that gap, offering a reliable shopping experience. It promotes responsible pet ownership by making it easier to access nutrition, medication, and grooming products. It Moves pet product shopping from traditional retail to digital e-commerce, aligning with the nation's Digital Bangladesh vision.

Stakeholders:

Stakeholder	Role / Interest
Developers	Plan, design, build, and maintain the platform; make business decisions.
Pet Owners	Primary customers; purchase products and influence product offerings via feedback.
Delivery Partners	Responsible for shipping and logistics.

Investors / Sponsors	Provide funding and expect profitability, scalability, and market traction.
Customer Support Team	Handle queries, returns, complaints, and build trust through good service.
Government Regulators	Oversee compliance with e-commerce, health, and consumer protection regulations.

Feasibility:

1. Technical Feasibility:

"PoshuPakhi" can be developed using reliable and scalable technologies suitable for web platforms.

- **HTML, CSS, Bootstrap, PHP, and MySQL**.

- Hosting on a scalable cloud server (AWS, Hostinger, or DigitalOcean) will support traffic spikes.

- SSL certificates for HTTPS (encryption).

- Secure payment gateway integration (SSLCommerz, bKash, Nagad, Visa/MasterCard) will be needed.

We have skilled developers to accomplish these tasks.

2. Operational Feasibility:

Analyze whether the business can run efficiently with available resources and manpower.

- Admin uploads and manages products, categories, orders, and payments.

- Partnerships with local couriers like **Pathao Courier, eCourier, RedX, or Steadfast** can help fulfill deliveries.

- Option to offer Cash on Delivery (CoD) and prepaid models.

- A call support system can be set up.

- Social media (Facebook, Instagram, WhatsApp) should be integrated for real-time support and marketing.

- Manual or semi-automated inventory system will work initially.

Operationally feasible with existing tools; needs structured SOPs and courier partnerships.

3. Economic Feasibility:

Determine if the project is financially viable and profitable. We are doing a mini project for academic purposes. So, our cost will be zero. but if it was done for professional purposes, the estimated cost would be: -

Startup Costs:

Item	Estimated Cost (BDT)
Web hosting & domain	5,000 – 10,000/year
Website development	0 (if self-developed)
Inventory (initial stock)	50,000 – 1,00,000+
Marketing & branding	20,000 – 50,000+
Packaging & logistics setup	10,000 – 20,000

Economically feasible with moderate investment; profitable with proper marketing.

4. Legal Feasibility:

Ensure the business complies with all legal and regulatory frameworks.

- Get a Trade License and optionally a BIN (Business Identification Number).

- Must follow Bangladesh's **Digital Commerce Operation Guidelines 2021**, especially regarding:

  o Transparent product info.

  o Clear pricing.

  o Return and refund policy.

- o   Secure payment handling.

- Ensure product quality (especially food/medicine).

- Display expiration dates and ingredient info.

- Maintain documentation of supplier sources for traceability.

- File VAT and income tax returns as applicable.

- Consider integrating online invoices and payment receipts.