**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. |
| **Digital marketer** | Who will do digital marketing for our website |
| **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.

**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:
  + Transparent product info.
  + Clear pricing.
  + Return and refund policy.
  + 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.

**What Our Project Will Include**

Here's what we plan to include in the system:

1. **User Login & Roles**

* Separate login for admins, customer, warehouse staff, and managers
* Each user will have different access based on their role, such as-

1. **Admin** – Full control over the system (products, orders, users, etc.)
2. **Staff** – Handles stock updates, incoming orders, delivery
3. **Customer** – Buys products from the website
4. **Delivery Team** – Can mark delivery status and update order info
5. **Inventory & Product Management**

* Categorize products (like Food, Toys, Grooming, etc.)
* Add new products with images, details, and prices
* View and edit existing product information
* Filter products: sort by type, price, animal, brand
* Track current stock level for each item
* Get alerts when stock is low

1. **Customer and Order Management**

* View incoming customer orders
* Cart System for customers
* Order History & Status Tracking
* Track order status (pending, packed, delivered, cancelled)
* Manage refund or exchange requests in case of stock issues
* Ensure customers always see correct stock availability on the website
* Update stock automatically after purchase

1. **Admin Dashboard**

* View Sales Reports
* Monitor Inventory
* Manage Users and Staff
* Notifications for Out-of-Stock Products

1. **Customer Portal**

* Browse Products
* Search & Filter Options
* Add to Cart
* Place Orders & View Past Orders

1. **Billing & Transactions**

* Generate an invoice for every order
* Store all transaction history
* Track payment status (paid, pending, cash on delivery)
* Keep a financial summary (total sales, profit/loss)
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* Track payment status (paid, pending, cash on delivery)
* Keep a financial summary (total sales, profit/loss)
* Generate an invoice for every order

1. **Staff Dashboard**

* Quick view of total stock, low stock items
* Manual stock updates (After receiving new supplies)
* Simple interface for staff to manage tasks like packing and shipping

1. **Suppliers & Purchase Tracking**

* Store supplier information
* Add purchase entries when new stock comes in
* Track which supplier delivered which product and when.

1. **Invoice & Transaction History**

* Generate invoices for every sale or order
* Store payment details (Cash on Delivery, Online Payment, etc.)
* See full transaction history anytime

1. **Settings & Backup**

* Manage system settings (currency, time zone, etc.)
* Option to reset password

We’ll make sure the system is **simple to use, fast, and helpful for the business**. The whole idea is to reduce manual work, avoid errors in stock tracking, and help the Poshupakhi team focus on growing their business instead of worrying about inventory.