**Laybuys.co.uk**

**Brief**

A standard ecommerce site but where the product is purchased on a weekly basis (laybuy). So simply the customer selects an item and then selects the length of time they want to pay for the item. They can pay for the item up to 6, 12 or 26 weeks. When they have paid for the item, it gets delivered.

The customer needs to pay a 20% deposit then spread the rest of the outstanding amount weekly.

**Front end**

The site is simply an ecommerce site with an altered checkout.

**Back End**

Each customer is going to need to register and create their own account. We suggest a two factor authentication login for security of customer details

\*SITE MUST BE VERY SECURE AS WE ARE STORING CUSTOMER DATA\*

In the customers account, they will see what items they have put on laybuy and how much they have left to pay.

Next to each item is details including;

* Total item price
* Amount paid off (including deposit)
* Amount left to pay
* How long left to pay
* Option to make payment (paypal, card, bank transfer)

**Once the item is paid for in full**

* Tracking history so the customer can see expected delivery of that item

**ADDITIONAL FEATURES**

* Cancel Laybuy – a customer can cancel a laybuy at anytime and get a full refund of everything paid minus £17.95 for processing costs incurred
* Text reminders – ability to text reminders 4 weeks before an item is due to come to the end of its laybuy period, at which cancellation is automatic at the above terms (£17.95 charge)

**Company Back end;**

Full database of all items on laybuy

Item

Customer

Amount left to pay

Time left to pay

Cancellations

Refunds

Orders ready to dispatch

Payments made by day by customer / by item

**For more information on laybuy see**

<https://www.fashionphile.com/layaway>

<https://lay-buys.com/about-lay-buy/>

<https://annualstore.com/pages/buy-now-pay-later>

<https://www.cashconverters.co.uk/services/spreading-the-cost>

**Key Marketing Messages**

* what you want without upfront cost
* No Credit Checks
* No Interest Charges
* No Finance Agreements
* Full Warranties
* Refundable Deposits & Payments

\*all payments and deposit returned minus £17.95 to cover administration costs

**Requirements**

Full Design and functionality as a normal modern ecommerce site

Full Hosting

Editable – need to be able to edit marketing messages, news, etc