

* Define a problem statement and give a brief executive summary snapshot

A) Executive Summary

B) Problem

C) Project scope

Executive summary :

A local small shop is facing challenges with declining sales to limited customer reach and engagement. To address this issue, we propose developing a user-friendly mobile application to enhance the shop's visibility, streamline the purchasing process and improve customer engagement. This app will feature an online catalog, promotion and an easy checkout process, aiming to boost sales and customer loyalty.

Problem :

The small shop has been experiencing a significant decrease in sales over the past six months. The primary factor contributing to this decline include limited physical customer reach, insufficient marketing and an outdated purchasing process. These issues have resulted in reduced customer footfall and a drop in repeat purchases, threatening the shop's financial stability.

c] Project Scope:

Conduct a market research to understand
customer need and preferences

Analyze competitors to identify key features and
functionalities that appeal to customer

Design and develop a user-friendly mobile
application compatible with both ios and android
platform

key feature to include an online catalog search
functionality, secure payment gateway, and customer
reviews