

Project Requirements Document: TheGunFirm.com

Overview TheGunFirm.com is a wholesale e-commerce website that sells products to the public at wholesale prices. Access to these wholesale prices is gated behind a paid monthly subscription. Subscriptions are managed via FreeAmericanPeople.com (FAP), a separate platform that serves as the centralized membership and subscription system for this and other future wholesale websites. Both platforms will launch simultaneously, but maintain distinct branding.

Core Platforms

1. **TheGunFirm.com** – Front-facing retail catalog with account-restricted pricing
2. **FreeAmericanPeople.com** – Subscription management, account control, customer service, and multi-site expansion

Brand Identity

- **TheGunFirm.com:** Black, Grey, and Gold aesthetic. Visual emphasis on the **Platinum** tier, which includes an animated platinum glint effect on pricing areas for Platinum members.
- **FreeAmericanPeople.com:** Red, White & Blue color scheme, but with modern matte/darkened tones rather than primary shades.

Reference Sites

- Design and functionality may take cues from:
 - ModernWarriors.com
 - Lipseys.com (<https://lipseys.com>)

Key Requirements

1. User Access and Membership Integration

- TheGunFirm.com must validate active subscriptions via API call or secure token exchange with FreeAmericanPeople.com.
- Non-subscribers are restricted from seeing wholesale pricing or placing orders.
- Logged-in users must be revalidated periodically against the subscription service.

- Users must create a FreeAmericanPeople.com account (even for the Bronze tier) to see pricing.

2. Product Data Source & Distributor Integration

- Primary Distributor: RSR Group
 - API integration for product listings, inventory sync, pricing, and fulfillment
 - Daily cron job at midnight to sync RSR inventory (configurable via CMS)
 - Inventory data should be cached post-sync to avoid real-time API calls
- Future Distributors: 2+ additional suppliers
 - Each will have unique API formats and schemas
 - Architecture must be modular and extensible to support:
 - Normalization of product attributes across distributors
 - Custom pricing rules per supplier
 - Unified inventory and product merging logic (e.g., same product from multiple suppliers)

3. Content Management System (CMS)

- Custom CMS backend for editing product attributes, override descriptions, manage banners, home page sections, and metadata.
- Editable attributes include:
 - Product title, description, category, tags
 - Supplier-specific overrides
 - Availability flags, featured products
 - Tiered pricing rules by product type:
 - Flat dollar or percentage markup over wholesale cost
 - Differentiated by membership tier (Bronze, Gold, Platinum)
 - Cron job scheduling for distributor sync (time and frequency)
 - Search query caching and performance tuning
 - FFL management (upload, review, approve status)

- State shipping restrictions and compliance settings

4. Search & Indexing

- Initially powered by Algolia
- Future migration to internal AI search engine
 - Retain Algolia schema as fallback structure
 - Allow CMS-based override and AI enrichment
 - Cache frequently searched queries and results

5. Product Display & User Experience

- Product catalog is public, but pricing is hidden until login
- Bronze users can see Bronze and Gold pricing; Platinum pricing is blurred with glint animation
- Upgrade prompts appear throughout checkout for Bronze/Gold users
- Savings counters show lifetime savings (actual + potential)
- Cart dynamically splits routing paths for:
 - Firearms → FFL
 - Glock-style → GunFirm → FFL
 - Accessories → Consumer

6. Administrative Controls

- Admin dashboard includes:
 - API sync monitoring
 - Subscription check logs
 - Inventory sync status
 - Legal and CMS controls by role

7. Scalability & Multi-Site Readiness

- FreeAmericanPeople.com must support:
 - Central account and subscription per user

- Multi-site access (e.g., future KnifeFirm.com)
- Shared authentication layer
- Centralized user dashboard

8. Subscription Tier Logic

- Bronze: free, view pricing only
- Gold: moderate discount
- Platinum: maximum discount + animated glint
- Pricing calculated per product using override or dynamic markup

9. AI Roadmap

- Internal search model trained from Algolia
- AI-assisted tagging and product discovery
- Future GPT-like assistant for shopping guidance
- Model hosted in-house

10. Legal Compliance

- State and federal rules enforced
- Firearms must ship to valid FFL
- Admin can mark FFLs as:
 - Not on file
 - On file
 - Preferred

11. Logging & Telemetry

- All API, CMS, and user actions are logged
- Admins can view job history and failures

12. Notifications & Emails

- Each platform (GunFirm, FreeAmericanPeople) sends:
 - Order confirmations

- Shipping/tracking updates
 - Subscription messages
- Templates are CMS-editable

13. Support Chat & Tickets

- Centralized via FreeAmericanPeople.com
- Human-managed initially; future AI assist
- Tied to user and order history

14. Hosting & Performance

- Hosted on Hetzner
- Daily cron inventory sync (RSR)
- All search, inventory, and AI models must cache and offload real-time computation

15. Backups

- Weekly minimum backups of:
 - Inventory
 - Orders
 - User accounts
 - CMS state

16. Returns & Refunds

- Default return window: 30 days (configurable per product)
- Firearms not picked up from FFL: CMS allows decision (return or offer to FFL)
- Accessories returned to GunFirm at customer's expense (for now)

17. Pricing Logic (Advanced)

- Per product or product type, pricing logic can vary by tier and price:
 - If price < \$100: percentage markup (e.g. 10%)
 - If price ≥ \$100: flat markup (e.g. \$15)

18. Warehousing (GunFirm)

- Items from restricted manufacturers routed through warehouse
- CMS supports SKU/serial tracking and restock intake

19. Infrastructure Hardening

- HTTPS enforcement, API rate limiting, audit trails

20. Tax Compliance

- Future tax service integration (Avalara, TaxJar)
- Firearm excise tax flagging

21. User Role Matrix

- Role: admin, CMS, support, dealer
- CMS access controlled by role

22. Billing & Invoicing

- User receipt download
- Admin invoice generation, resend

23. Analytics & Reporting

- Tier churn, order velocity, inventory stats
- Export to CSV, PDF

24. Dealer/Affiliate Management

- FFL can become preferred/reseller
- Sales velocity tracked per FFL

25. Legal Notices & Disclaimers

- Region-specific Prop 65, ITAR flags
- CMS banners per product or state

26. Accessibility & UX

- WCAG 2.1 AA required
- Keyboard nav, alt text, color contrast

27. Loyalty System (Future)

- Point rewards per order, CMS redemption rules

28. Reviews (Future)

- Verified reviews + moderation queue

29. Multilingual Support (Future)

- Multilanguage CMS support
- Regional product/legal filtering

30. Disaster Recovery

- RTO: 4h, RPO: 24h

31. Developer Credential Handoff

- Env variables provided:
 - Authorize.net keys (checkout + subscription)
 - RSR credentials
 - Transactional email
 - Public keys for frontend logic

32. Data Schema & Entity Definitions The following outlines the key data structures and relationships required to support platform functionality. These are platform-agnostic (can be implemented in SQL, NoSQL, or hybrid DBs).

User

```
{
  "id": "uuid",
  "email": "string",
  "passwordHash": "string",
  "subscriptionTier": "Bronze | Gold | Platinum",
  "createdAt": "timestamp",
  "lastLogin": "timestamp",
  "lifetimeSavings": "number",
```

```
"savingsIfGold": "number",
"savingsIfPlatinum": "number",
"savedFfllds": ["uuid"],
"fflPreferredId": "uuid (optional)",
"shippingAddress": { ... },
"role": "user | admin | support | dealer",
"isBanned": "boolean"
}
```

Product

```
{
  "id": "uuid",
  "name": "string",
  "description": "string",
  "category": "string",
  "manufacturer": "string",
  "priceWholesale": "number",
  "priceBronze": "number (optional)",
  "priceGold": "number (optional)",
  "pricePlatinum": "number (optional)",
  "inStock": "boolean",
  "distributor": "RSR | OtherVendor",
  "requiresFFL": "boolean",
  "mustRouteThroughGunFirm": "boolean",
  "tags": ["string"],
  "images": ["url"],
  "returnPolicyDays": "number",
}
```



```
"markupLogic": {  
  "type": "percentage | flat",  
  "value": "number",  
  "threshold": "number"  
}  
}
```

Order

```
{  
  "id": "uuid",  
  "userId": "uuid",  
  "orderDate": "timestamp",  
  "totalPrice": "number",  
  "status": "Pending | Shipped | Cancelled | Returned",  
  "items": [  
    {  
      "productId": "uuid",  
      "quantity": "number",  
      "shipmentPath": "Consumer | FFL | GunFirmThenFFL",  
      "requiresFFLTransfer": "boolean",  
      "requiresGunFirmHandling": "boolean",  
      "shippingTo": "Customer | FFL | Warehouse",  
      "trackingNumber": "string (optional)"  
    }  
  ],  
  "fflRecipientId": "uuid",  
  "shippingMethod": "Flat | FreeOver500",
```

```
"shippingAddress": { ... },  
"paymentId": "string",  
"savingsRealized": "number"  
}
```

FFL

```
{  
  "id": "uuid",  
  "businessName": "string",  
  "licenseNumber": "string",  
  "address": { ... },  
  "zip": "string",  
  "distance": "number (optional)",  
  "status": "NotOnFile | OnFile | Preferred",  
  "contactEmail": "string",  
  "phone": "string",  
  "licenseDocumentUrl": "string",  
  "isAvailableToUser": "boolean",  
  "regionRestrictions": ["stateAbbreviation"]  
}
```

StateShippingPolicy

```
{  
  "state": "string",  
  "ammoMustGoToFFL": true,  
  "blocked": false,  
  "customNote": "string"  
}
```

TierPricingRule

```
{  
  "id": "uuid",  
  "appliesTo": "productType | global",  
  "condition": "price < 100",  
  "markupType": "percentage | flat",  
  "markupValue": "number",  
  "appliedToTiers": ["Bronze", "Gold", "Platinum"]  
}
```

PromoTracking

33. Development Modules by Capability

The following outlines all required capabilities grouped by functional domain. These are not strict sequential phases. Development teams may tackle them in parallel based on staffing and readiness.

Core System Features

- FreeAmericanPeople.com account system with 3-tier subscription logic (Bronze, Gold, Platinum)
- TheGunFirm.com product catalog with tier-based pricing display
- Authorize.net subscription & checkout integrations
- RSR inventory sync via cron job
- Split shipping logic (Consumer, FFL, GunFirmThenFFL)
- FFL selection by ZIP, license upload and status tracking
- CMS to control pricing logic, return rules, state shipping policies
- Order confirmation + transactional email

Enhanced User Experience

- Tier upgrade prompts and savings trackers
- Lifetime savings calculations by tier (realized and potential)
- Dynamic regional disclaimers (e.g., Prop 65, blocked states)
- CMS banners, compliance notices, and legal language overrides
- Warehouse intake & restock interface (for GunFirm-handled items)
- Reporting dashboard: sales, order velocity, churn, upgrades

Automation & Platform Expansion

- AI-powered search engine (replacing Algolia)
- Customer loyalty point system
- Review & rating system
- Social media integrations + post scheduler
- FFL affiliate program or partner tiering
- Inventory from multiple distributors beyond RSR

Infrastructure & Globalization

- Multi-language and multi-region support
- Disaster recovery + RTO/RPO enforcement
- Feature flag system and CI/CD integration
- CDN optimization, uptime monitoring, autoscaling infrastructure

34. Testing Requirements

Functional Testing

- User registration, login, and tier access logic
- Subscription creation and Authorize.net billing
- Product viewing with tiered pricing logic enforcement
- Add to cart and split shipping logic
- Checkout, order confirmation, and email receipts

- Order history and tracking visibility by user tier
- CMS controls: pricing rules, FFL upload/edit, legal disclaimers

Integration Testing

- RSR API sync logic and cron job execution
- Authorize.net transactions (subscription + product)
- ShipStation tracking number ingestion and email sync
- Email delivery via Resend or SMTP
- Algolia-based search results (initial implementation)

Regression Testing

- CMS price overrides and sync logic
- State disable logic for checkout filtering
- Tier upgrade/downgrade handling

Performance Testing

- Load testing on 10k+ SKUs
- Sub-1s search results
- Admin dashboard under concurrency

Security Testing

- Tier spoofing prevention
- User-to-user data isolation
- CMS and user input sanitization

Accessibility Testing

- WCAG 2.1 AA compliance
- Keyboard nav, contrast, and screen reader compatibility

35. Content & Messaging Strategy

Transactional Messaging

- Welcome, subscription confirmation, receipts, password reset
- Multi-path tracking notifications (per fulfillment route)
- FFL pickup failure notices with resolution options

Marketing & Lifecycle

- Dynamic tier prompts (“You could have saved...”)
- Automated upgrade sequences based on behavior
- Loyalty points and tier anniversary emails

On-Site Content

- Blurred platinum pricing with tooltip
- Regional disclaimers and legal footers
- CMS-driven banners, announcements

Voice & Tone

- TheGunFirm.com: tactical, secure, straightforward
- FreeAmericanPeople.com: trustworthy, patriotic, mature

Token Support

- Dynamic placeholders: {tier}, {tracking}, {savings}, etc.

36. Branding Kit (Visual Assets)

TheGunFirm.com

- Colors: Black #000000, Grey #3A3A3A, Gold #D4AF37
- Platinum pricing: animated glint (SVG or CSS)
- Fonts: Oswald or Montserrat
- Logo: SVG + PNG (dark/light)

FreeAmericanPeople.com

- Colors: Matte Red #8B2C2C, Deep Blue #1A2B49, Off-white #F4F4F4
- Fonts: Inter or Source Serif

- Logo: full + icon
- Mood: clean, patriotic, grounded

Shared Assets

- Figma or Sketch kits
 - Responsive spacing, breakpoints
 - CMS-mapped UI classes
-

37. Admin Dashboard Feature List

- Global search across users, orders, products, FFLs
 - Filters and batch actions
 - User impersonation for support
 - Order reprocessing and manual refunds
 - Inventory sync logs
 - CMS audit history
-

38. CMS Permissions Matrix

- Super Admin: all sections
 - Product Manager: products, pricing, returns
 - Support: orders, FFLs, customer lookup
 - Compliance: legal, banners, shipping restrictions
 - Dealer Manager: FFL approvals, preferred flags
-

39. SEO & Indexing

- CMS meta title + description per page/product
- Sitemap.xml auto-generation
- Robots.txt editor

- OpenGraph and Twitter metadata
 - Tier-specific pricing content hidden from indexing
-

40. Mobile-Specific UX Requirements

- Sticky “Upgrade”, “Add to Cart”, “Track Order” buttons
 - Collapsible tier pricing view
 - Simplified FFL locator
 - Search bar pinned top
 - Adaptive Platinum animation
-

41. Fraud & Risk Logic

- Flag mismatched billing/shipping for firearms
 - Velocity check for high-value orders
 - Manual review override log
 - Block IP/range via CMS
-

42. Developer Setup Documentation

- .env.template with all vars categorized
- Install instructions for Node, Yarn/NPM, Docker, Mongo/Redis
- Dev/test scripts: npm run dev, test, build
- Architecture, schema, and permissions diagrams
- Local environment bootstrapping guide