



# Online Store Proposal

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## Project Goal

To create LifeTech Bazaar, a comprehensive Content Management System (CMS) dedicated to empowering Winnipeg's small and medium-sized businesses (SMBs) by establishing an online presence that complements their existing brick-and-mortar operations. Utilizing PHP and the latest web development technologies, this CMS will cater to the unique needs of SMBs, enabling them to expand into e-commerce while continuing to thrive in their physical storefronts.

## Project Description

LifeTech Bazaar is designed as a digital extension of traditional retail outlets in Winnipeg. It is an online platform that offers a digital storefront to complement and enhance the physical shopping experience. The CMS will include critical features like advanced user account management, smart product categorization, engaging customer feedback interfaces, detailed product descriptions, and an optimized checkout process. LifeTech Bazaar aims to be the digital ally for local SMBs, providing them with the necessary tools to successfully operate in both physical and online marketplaces.

## Business Case

The development of LifeTech Bazaar is timely and essential, as many SMBs in Winnipeg have yet to establish an online sales platform. This CMS will serve as a bridge for these businesses to reach a wider audience, offering the convenience of online shopping to their customers without replacing the in-store experience. LifeTech Bazaar will simplify the online sales process, making e-commerce accessible and manageable for SMBs and helping to increase their revenue and market visibility. It is an essential step for SMBs to stay competitive and meet the expectations of a diverse customer base in a rapidly evolving retail landscape.

## Description of my Content Management Site

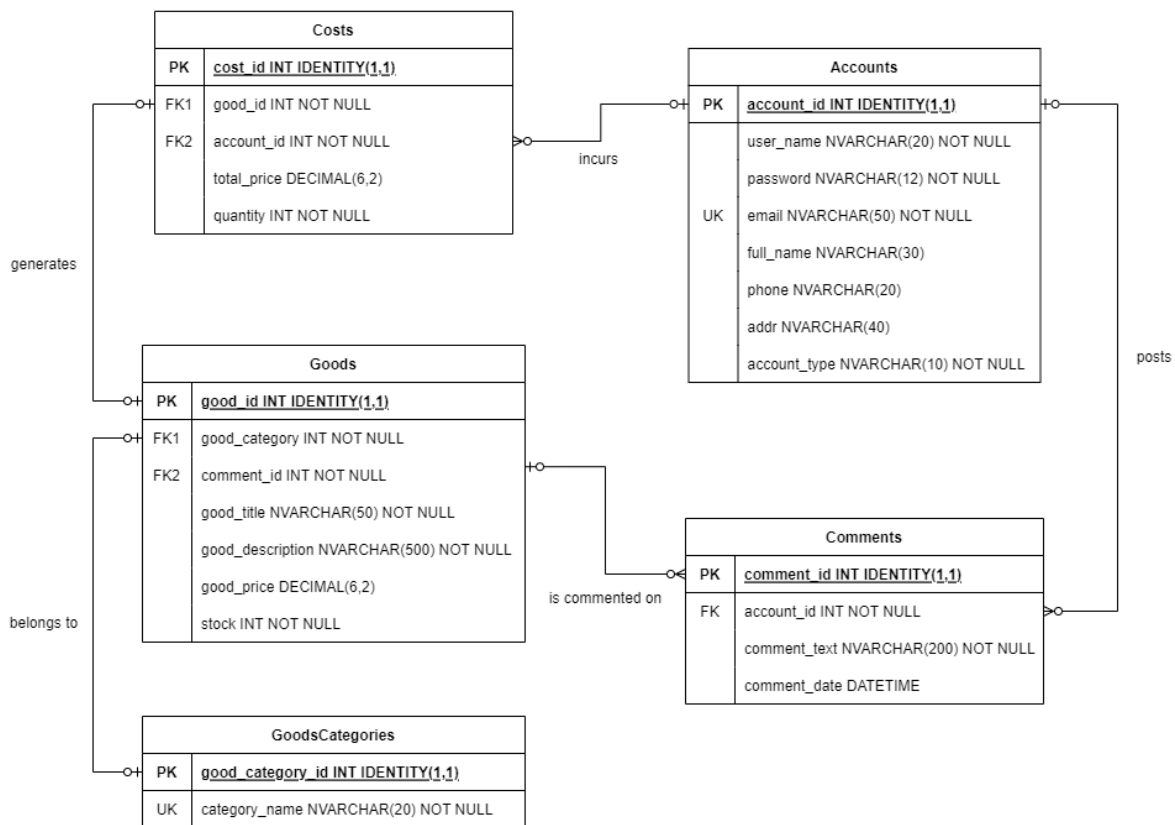
LifeTech Bazaar will be a vibrant, user-centric CMS tailored to the needs of Winnipeg's SMBs. The site will feature:

- ✓ A user-friendly interface that reflects each store's brand and ethos.
- ✓ Multi-level user roles, including store owners, staff, and customers, ensuring a personalized experience.
- ✓ A dynamic product catalog where SMBs can showcase a diverse array of goods.
- ✓ A secure customer portal for managing orders, payments, and receiving updates.
- ✓ Interactive features that enable real-time customer feedback and reviews, fostering a sense of community and trust.
- ✓ Analytics dashboards for SMBs to track sales, customer engagement, and inventory levels.

- ✓ Marketing tools to help SMBs promote products and special offers, driving both online and in-store traffic.

This CMS will not only streamline content management for retailers but also enrich the shopping experience for customers, combining the best of both digital and physical retail.

## Database ERD



- Accounts Table: Differentiates between user and admin accounts to provide a secure, role-specific experience on the website.
- Costs Table: Documents transactions for user accounts, serving as an essential financial management tool for online purchases.
- Goods Table: Serves as the digital inventory, listing products available for purchase online.
- GoodsCategories Table: Organizes the inventory into intuitive categories, facilitating easy online navigation and product discovery.

- Comments Table: Allows customers to leave feedback on products, supporting community engagement and enabling quality service.

## Conclusion

The proposed LifeTech Bazaar CMS represents a growth opportunity for Winnipeg's SMB retail sector, enabling them to extend their operations into the digital domain while maintaining their physical store charm. This initiative will not only modernize the retail experience but also secure a sustainable business model for SMBs in the evolving digital economy.