

# FUNESTA STORE

An online showroom

A Modern Sales Platform Development

[www.funestastore.com](http://www.funestastore.com)

The numerous advantages and benefits the internet offer this day makes doing business much easier and faster.

More and more people say they prefer online shopping over conventional shopping these days. The buyer's decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone, never stepping foot into traditional showroom-and-mortar locations.

Many people around the world prefer to shop online and buy products of several brands from companies around the world through the internet.

Nowadays, and with the help of the new technology and the support of the internet, people from all around can shop for items online from the comfort of their homes. Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life especially people with a very busy life schedule.

Having an online selling platform direct increases your reach. With an online store, your profits are no longer limited by the number of customers that can physically visit your showroom and location. You can sell across towns, states, and even across borders, removing all geographical limitations. Your online store also allows you to cater to shoppers who find it more convenient to browse and buy at times when retail locations are not traditionally open. Online shopping can save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operation or other information easily found on company and product pages.

There are a lot of reasons why customers today prefer shopping online:

- For convenience
- People can buy online and send gifts more easily
- Price comparisons
- No crowds
- No need to travel long distance
- No extra shipping cost in most cases

In view to developing the funesta online store ( [www.funestastore.com](http://www.funestastore.com)) e-commerce website and management application software, there are some procedures/process to follow and requirement needed to development it.

## **Process**

Consultation with the client to get the fact of about the business model and operational culture of the business as well.

## **Stages Involved in Software Development Procedure**

- Gathering & Analysis of Requirement
- Product Design
- Coding and Implementation
- Testing Process:
- Deployment Stage
- Maintenance

Base on the complexity of the said application to be develop, we will handle the development process/stages with an agile software development methodology.

This will enable us to have a clear picture of what is needed at every stage of the development, i.e, breaking the development into smaller modules/stages in other to have a proper documentation of the application.

## **Information needed**

- Domain Name
- Hosting
- Business Name
- Business Logo
- Business Contact
- Business Details

## **Development Stacks**

### **Front-end**

JavaScript library (Reactjs/Vuejs/Lifewire)

HTML5

CSS3

Bootstrap

### **Backend**

Laravel framework with php

Laravel lifewire

MYSQLi for database management

## **Personnel needed for the development**

Due to the nature of the task at hand, we will require two developers, one graphic designer, one content writer and product reviewer.

But, I can make provision also for this if needed

## **Development process**

The main website will be the focus at this early stage, after that we develop the website backend to manage the frontend.

- Stage1      Website front-end design and development
- Stage2      Website back-end design and development.

## Cost Analysis

S/N	Product Name	Descriptions	Item	Amount	Period/Duration	Remark
1	Domain Name	Registration of domain name	1	\$15	Annually	Recommend
2	Hosting Server	Purchase of server	1	100\$ -250\$	Annually	Recommend 250\$
3	1 Additional Developer	Programmer	1	N150,000	Project Duration	Discussed
4	1 Product. Designer	(Graphics person)	1	N50,000	Project Duration	Estimated
5	UI Development	Website Theme	2	150\$	One Time Payment	Recommend
6	SSL	Website Security	1	35\$	Annually	Recommend
7	System Tester	Testing the application and tracking any loophole in the system for users friendly and security check	1	150,000	Period of development	Recommend
8	SEO with (Google indexing)	System and product optimization	1	500\$ - 1000\$	Periodically	Recommend
9	Service charge	Workmanship	1	350,000	Period of development	Recommend
10	MLM	Integrating and developing Staff Unique Auto link generating system	30 +	450,000	Period of development	Recommend
11	GMB	(Google Business page boosting)	1	150,000	Project duration	Recommend

**First Sub Total : 1,879,500 ( With the option of 500\$ SEO)**

**Second Sub Total : 2,184,500 (With the option of 1000\$ SEO)**

Please, note that this might not be the only things needed! As we go on, things might come up that we might need to add or pay for.

Please note that rate might change due to market exchange rate.

Please note that this estimate is for the website (funestastore.com) development and it is subject to review.

#### Duration

The project is set to be completed within two months from the start date of the development. But, it can also be fast track if needs arises with additional developer support.

If any concern about the analysis or the cost, kindly contact me for further details.

Looking forwarding from you!

I can't wait to be a part of the big ideal.

Best wishes,

Abel Uwadia

Software developer and system analysis.