



ERSA
MARKETING SOLUTION

E-Commerce
Website





WHAT WE OFFER



DOMAIN

we will suggest to you the availability of names then you will own your Domain for one year after that you will receive an Email to renew.



SERVER

The Server for one year after that you will receive an Email to renew.

The Scope

The objective of this project proposal is to define the project scope of the Window Blind E-Commerce Website and to provide an Estimation.

WHAT WE OFFER


←—————→
The advantage would be the simple user interface that is easy to understand by all types of users.



Design Goals



Visitor Features



- View Home Banners or Slide Show Gallery
- Browse Products
- View Product Details
- Become a Member through the Registration process
- View Static Pages



Design Goals



Registered Member Panel

- Login to site
- Manage Account
- My Profile
- My Orders
- Buy Product (Checkout)
- Logout



Design Goals

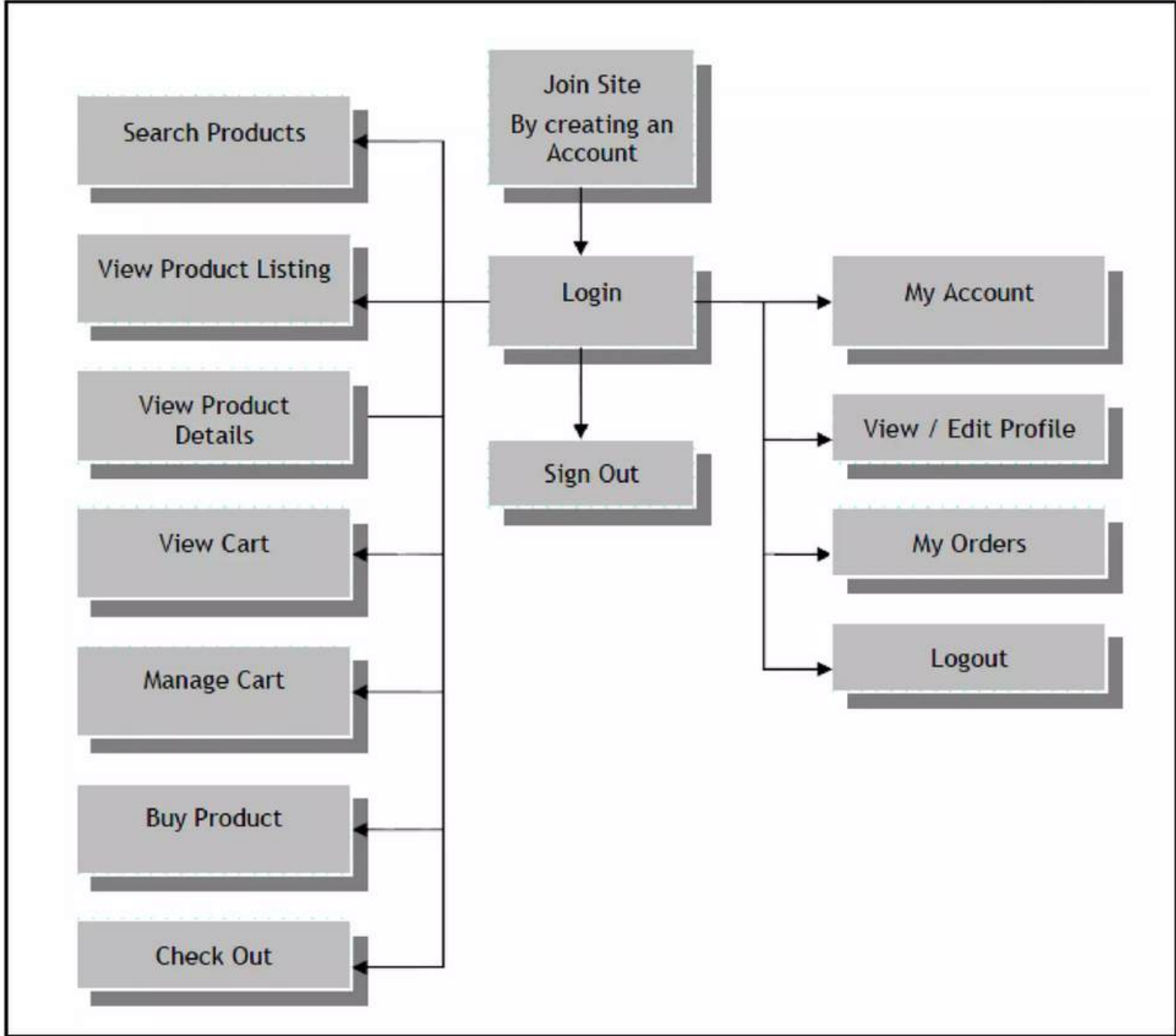
Admin Panel

- Login
- Dashboard
- Administrator User Management
- Site Member Customer Management
- Blind type Management
- Product attribute management
- Product Management
- Prices Management
- Bunner Manager
- Order Manager
- Shipping management



Website Structure

System Block Diagram



Home Page

Views Website Logo, Banners, or Slideshow
which are integrated with Home Page

View list of Latest Products available with
details like

- Product Title
- Image

View links for Login and Sign Up

Clicking on any link, the User will
navigate that particular Page

Front-End



Front-End



Product Display

Click on the image will display information about the product as well as a choice of different sizes if available

View the details of the products, with the Image on the Product Detail page

View a listing of all Related Products

- Product Name
- Product details
- Image

Cart Details

Displays products added to the shopping cart with a small product image, subtotal, and shipping amount Link to „Update!

And „checkout!

Link to „See entire Shopping Cart!

Can view its shopping cart (if purchased anything will show a list of items that are being purchased with the quantity and the total price of that buying)

Remove Product from the card

Front-End



Front-End



User Login

This section allows Users to enter the website by adding login details created during registration.

- Enter the authenticated Email Address and Password to log in
- Forgot Password Link
- Recover password through mail
- New User? Sign up link is available



Front-End

Registration:

This section allows New Users to create new registration account on the Site

Fill the registration form with all required fields

Enter Profile details like name, email id, password

Submit Form

After creating a login, the Customer enters the account with authenticated username and password and can perform the following tasks

My Account

- Personal Information
- Change Name, Login, E-mail Address, or Password
- Manage Address Information
- Delete Account
- Sign out

Customer

Journey

My Orders


- View all Orders
- View order no/ order date/ amount/ quantity
- View Status (In Process, Shipped, Open, Rejected)
- View Details of all the orders made
- Link to re-Order

Customer

Journey

Checkout

- Proceed to Shipping Details
- View/ Edit Shipping Details
- Select Shipping Method Proceed to Bill Details
View/ Edit Billing Details
- Review Order
- View Total Order Summary, with Shipping and Billing Details
- Order Confirmation
- Show confirmation of order with order details on the screen



Back-End

Admin panel is the back end of the application from where the admin can manage the whole site and its contents as well.

Login

Administrator may login into the admin panel with the authorized username and password to get access to this panel.

Site Map

View Summary of the whole Admin panel

Administrators Users Management

The administrator user section shows the list of admin users accessing the panel.

The admin can search and sort the list.

The admin can even edit and delete the existing record.

- View Admin
- Search / Sort Admin users
- Change the Status of admin user (Active / Inactive)
- Add / Edit / Delete Admin Users



Back-End

Customer Management

the customer management section shows the list of customers who have registered themselves on-site

- View all customers
- Search/sort customers
- change the statutes (active or inactive)
- Add, edit, delete customers
- send mail to customers



Back-End

Product Management

- View all products
- Search or sort products
- Alphabetical search
- change the statues
- add product
- add general information
- edit or delete products
- products category



Back-End

Price chart management

- View all price chart
- change the statues
- Add new chart
- Select blide type
- Title
- Upload chart file
- Edit or delete chart details



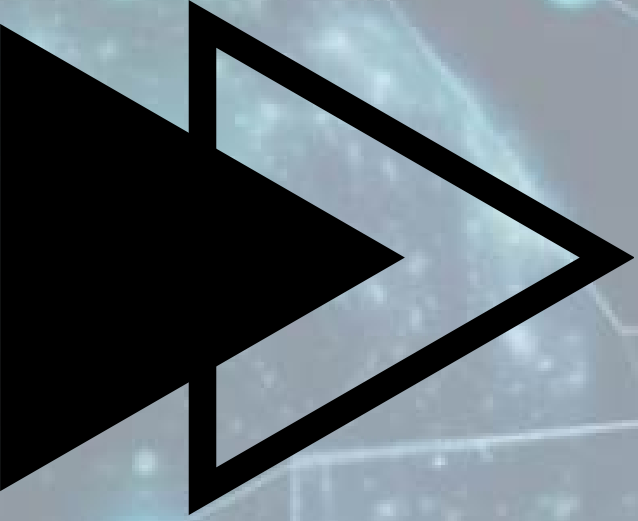
Back-End

Shipping management

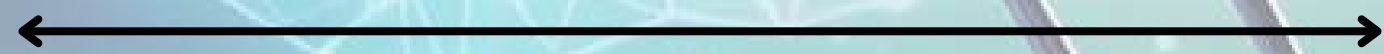
- View all methods of shipping
- change the statuses
- Add, Edit, or delete Shipping methods

Order Management

- View all order details
- View billing, shipping, payment
- change the order status
- Search, sort order
- edit or delete
- print order conformations
- print invoice



Static Pages



- Contact Us
- About Us
- Privacy Policy
- Terms & Conditions

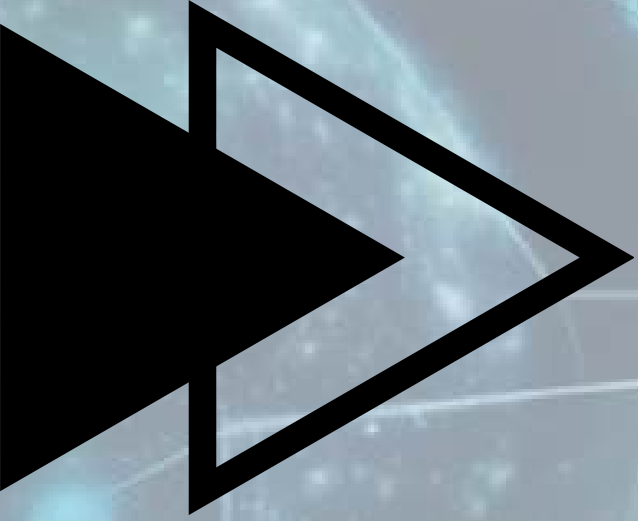




Other Features



- Dynamic Website «Mobile and Tablet responsive design»
- Google Web Fonts API
- "CMS" Panel Easy to update and maintain
- XML Sitemaps for Website
- Full security "SSL Certificate"
- Protect Web Spam
- Backup / Restore plan
- Webmail Access



Languages



1. **HTML5**
2. **CSS3**
3. **PHP**
4. **AJAX Technologies**



Hosting Features

- Unlimited Bandwidth
- Unlimited E-mails
- 5 FTP Accounts
- Anti-hack Protection
- Unlimited Storage
- Hotlink Protection



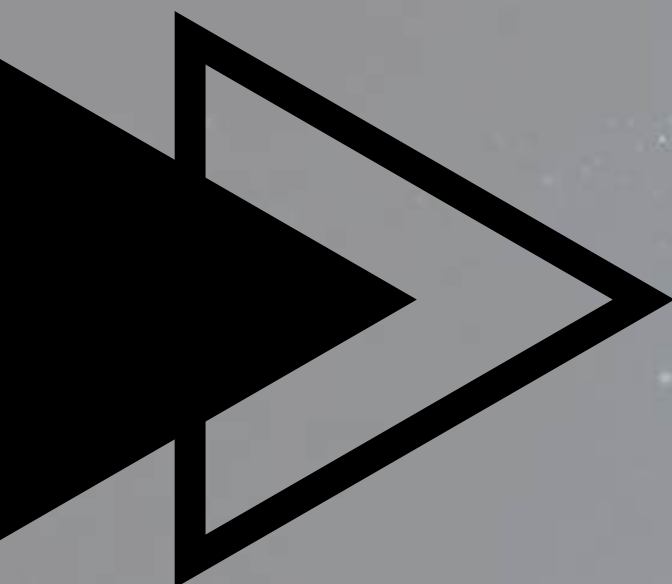
Website Management

- Social Media Integration
- Live chat
- Contact forms
- Add Google Analytics
- Outlook POP, IMAP, and SMTP information setup.



SEO Management

- Add meta descriptions
- H1, H2, H3
- Add department of SEO keywords
- Create Site Map
- Work on a website to make it “friendly use



THE PRICE

25,000 SR





Payment Methods

- 50% on the contract.
- 50% on delivery.



ersalmarketingsolutions



Ersal_Marketing_Agency



www.Ersal.com.sa



Ersal_ksa_



ersal_marketing_agency



Ersal Marketing Solutions



+966 54 468 6342



info.ersalmarketingagency@gmail.com



ERSAL

MARKETING SOLUTION