

E-Commerce Website & Wholesale Portal Development (Developer Requirements)

1. Brand Overview

Brand:

Industry: Fashion & Lifestyle (Apparel, Shoes, Bags & Accessories)

Tagline:

Vision: To build Bangladesh's most trusted and trend-setting lifestyle brand.

Target Audience: Retail Customers (B2C) & Wholesale Resellers (B2B)

Languages: English + Bangla (Dual Language Site)

2. Project Objective

Develop a premium, mobile-responsive eCommerce website and wholesale portal with modern design, secure architecture, and advanced marketing integrations.

The project should be optimized for high performance, SEO, and seamless customer experience, scalable to include app and automation features in the future.

3. Functional Modules

A. E-Commerce Platform (B2C + B2B)

Retail (B2C):

- User registration/login with social and email options
- Product catalog with category, price, and filter options
- Product details (multiple images, variations, stock, and pricing)
- Cart & checkout with Bkash, Nagad, SSLCommerz, and card payments
- Order tracking and delivery updates
- Discount coupons, offers, and flash sales
- Wishlist, reviews, and size guide
- Customer support (live chat, WhatsApp, email)

Wholesale (B2B):

- Separate reseller registration & login
- Bulk order system with tiered pricing
- Invoice & payment tracking dashboard
- Volume-based discount automation
- API integration for shipping and tracking
- Reseller account management

4. Catalog & Inventory Management

- Centralized product management system (SKU, variants, stock control)
- Category and collection setup for easy browsing
- Dynamic pricing, coupon codes, and promotional rules
- Import/export of catalog via CSV or admin panel

5. Payments & Delivery

- Payment Gateways: all kinds of supported gateway like bKash, Nagad, SSLCommerz, PortWallet
- Delivery Partners: Pathao, RedX, Steadfast (API integration)
- Zone-wise shipping charges and COD fee calculation
- Real-time tracking ID generation and delivery badge display
- Order status notifications (email/SMS/WhatsApp)

6. Communication & Support

- Auto SMS and email for order status and updates
- WhatsApp Business API for inquiries and quick support
- Click-to-call IP telephony integration
- Support ticket system for issue tracking

7. Marketing & Analytics

- Facebook Pixel, GA4, TikTok Pixel, and Meta Conversion API
- SEO optimization: meta tags, schema markup, sitemap
- Speed optimization (Lighthouse >90)
- Social media links (Facebook, Instagram, TikTok, YouTube)
- Newsletter & pop-up email subscription

8. Security & Maintenance

- SSL certificate for all pages

- Daily backups & CDN integration

- Cache optimization & DDoS firewall

- Role-based admin access control

- Two-factor authentication for admin login

9. Advanced Modules (Value-Added Features)

Loyalty & Reward Points System – Earn points on purchases, referrals, and reviews.

Influencer Collaboration – Partner dashboard, affiliate tracking.

Abandoned Cart Recovery – Auto messages via email/SMS/WhatsApp.

Push Notifications – Browser & app notifications via Firebase.

AI Recommendation Engine – Personalized product suggestions.

Dual Language (EN + BN) – Full translation across site.

Marketing Automation – Auto customer journeys, segmented campaigns.

10. Design & UI Requirements

- Elegant, minimalistic, and premium UI

- 3D or parallax hero section with lifestyle visuals

- Fast mobile-first design (Tailwind / Next.js SSR preferred)

- Dynamic banners for new arrivals & trending collections

- Popup for WhatsApp / Messenger / “Call Now” buttons

11. Technical Architecture

Frontend: Next.js / React.js / Tailwind CSS

Backend: Node.js / Laravel / Django

Database: MySQL / PostgreSQL

Hosting: VPS / Cloud (DigitalOcean, AWS)

CMS: Custom Admin Panel

Automation Tools: Mailchimp / Klaviyo / WhatsApp API / Firebase

12. Admin Panel Requirements

- Add/Edit/Delete Products, Variants, and Inventory

- Manage Orders, Returns, Refunds, Payments

- Customer Management with history & analytics

- Dashboard with KPIs: sales, traffic, conversion rate, inventory

- CSV export for reporting and accounting

13. Additional Recommendations

- AI Chatbot for Sales Support (WhatsApp + Web)

- Product Video Gallery on product pages

- Dynamic QR Codes for catalog sharing

- Google Merchant Center integration

- ERP/Inventory sync for future Odoo or Zoho

- Optional: Multi-vendor expansion

14. Evaluation Criteria for Developers

Developers must include:

- Technology stack and framework plan

- Cost breakdown & milestones

- Hosting and security plan

- Maintenance & warranty

- Portfolio of similar eCommerce projects

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