

BUSINESS & DEVELOPMENT PROPOSAL

Multi-Vendor E-Commerce Application & Web Platform

Customer App · Vendor Panel · Delivery App · Super Admin Panel

Prepared By	Digontom Private Limited
Document Type	Technical & Business Proposal
Project	Multi-Vendor E-Commerce Platform
Prepared For	Client / Business Owner
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Executive Summary

Digontom Private Limited proposes to design and develop a **complete, scalable and professionally branded multi-vendor e-commerce ecosystem** that brings customers, sellers, delivery partners and business administration together in one connected platform.

The solution is designed to deliver a smooth customer shopping journey while giving vendors powerful store-management tools, delivery partners a clear operational workflow, and the business owner centralized control over products, orders, payments, promotions, users and performance.

The platform will be **custom-built around the client's business model** rather than being limited to a generic template, allowing the experience, branding, workflows and future features to evolve with the business.

Business Vision

Discover → Compare → Purchase → Track → Deliver → Retain

A digital marketplace built to turn product discovery into repeat customer relationships.

1. CUSTOMER MOBILE APPLICATION

A fast, intuitive and conversion-focused shopping experience from first discovery to successful delivery.

Core Customer Features

- **Mobile Login & OTP** — secure, simple customer authentication.
- **Personalized Home** — banners, categories, featured products, offers and recommendations.
- **Smart Search & Filters** — keyword, category, brand, price, rating and availability.
- **Product Details** — images, pricing, discounts, specifications, variants, stock and seller information.
- **Wishlist** — save products for later and move items directly to cart.
- **Shopping Cart** — quantity controls, coupon, delivery charges and automatic total calculation.
- **Checkout** — address selection, delivery option, order review and payment.
- **Order Tracking** — clear status and delivery progress.
- **Order History** — previous orders, invoices/details and repeat-purchase convenience.
- **Ratings & Reviews** — product and seller feedback.
- **Notifications** — order updates, offers and important alerts.
- **Customer Support** — FAQ/help centre and support requests.

Customer Journey

Login → Home → Browse/Search → Product → Cart → Checkout → Payment → Confirmation → Tracking → Delivery → Review

Customer-Focused Value

Easy Discovery	Clear categories, search and filtering reduce shopping effort.
Higher Conversion	Streamlined product-to-checkout journey minimizes friction.
Trust & Retention	Reviews, support and transparent order tracking strengthen confidence.

2. VENDOR / SELLER PLATFORM

Enable multiple sellers to operate independent stores while the business owner retains marketplace-level control.

Vendor Onboarding

- Vendor registration and profile creation.
- Business/store information submission.
- Required document submission, where applicable.
- Admin review and approval before store activation, where required.

Vendor Dashboard

- Sales, orders and performance overview.
- Pending, processing and completed orders.
- Product and inventory summary.
- Earnings and performance visibility.
- Notifications and operational alerts.

Product & Inventory Management

- Add, edit and remove products; upload images.
- Manage descriptions, specifications, variants, pricing and discounts.
- Set stock quantities and availability.
- Low-stock and out-of-stock visibility.
- Submit products for Admin approval where required.

Vendor Order Management

- Receive new orders and accept/process them.
- View customer and order information.
- Pack orders and mark them ready for pickup.
- Track fulfilment status and handover.

Vendor Flow

Registration → Approval → Store Setup → Add Products → Inventory → Orders → Process → Pack → Handover → Reports

Why It Matters

A structured seller experience makes it easier to onboard vendors, maintain catalogue quality, manage fulfilment and scale the marketplace without losing operational visibility.

3. DELIVERY APP & SUPER ADMIN PANEL

The operational backbone of the platform—designed to keep orders moving and give the business owner centralized visibility.

Delivery / Rider App

- Rider login and profile.
- Assigned delivery list.
- Pickup and customer delivery information.
- Order status updates.
- Delivery history.
- Completed and pending delivery views.
- Optional location/GPS integration for delivery tracking.

Delivery Workflow

Assigned → Accepted → Picked Up → Out for Delivery → Delivered

Super Admin Panel

Module	Key Functions
Dashboard	Customers, vendors, riders, products, orders, sales and operational statistics.
Customer Management	View, search, manage accounts and review order history.
Vendor Management	Approve/reject vendors, manage stores and monitor performance.
Product Management	Categories, products, brands, approval and visibility.
Order Management	Monitor orders, statuses, cancellations and fulfillment.
Delivery Management	Rider management, assignments and delivery monitoring.
Payments	Payment status, transaction references, refunds and related reports.
Coupons & Offers	Create and manage discounts and promotional campaigns.
Commission	Configure marketplace/vendor commission rules.
Reports & Analytics	Sales, order, vendor and operational reports.
Support	Customer/vendor tickets and issue management.
Settings	Business configuration, roles, permissions and platform settings.

4. UI/UX, BRANDING, SECURITY & INTEGRATIONS

The platform will be developed as a customized business solution rather than a one-size-fits-all template.

UI/UX & Brand Customization

- Custom application logo, brand identity, typography and layout.
- Brand colors, splash screen and onboarding experience.
- Custom home-page sections, banners and promotional blocks.
- Product-card, product-detail, cart and checkout experience.
- Vendor store design, rider interface and admin dashboard.
- Icons, banners, animations and visual elements.
- Responsive layouts for supported screen sizes.
- Design revisions based on client feedback and approval.

Security & Performance

- OTP-based authentication and role-based access for Customer, Vendor, Rider and Admin.
- Protected API communication, backend validation and secure input handling.
- Secure payment-gateway integration.
- Database backup and recovery strategy.
- Performance optimization for scalable product, customer and order data.
- Error logging and basic monitoring.

Potential Integrations

- OTP/SMS provider.
- Online payment gateway.
- Push notification service.
- Maps/GPS and delivery tracking.
- Shipping/logistics APIs where required.
- Email notifications and analytics/reporting tools.

Integration Note

Third-party provider charges, licenses and transaction fees are separate unless explicitly included in the commercial quotation.

Scalability

The architecture will be planned so that additional categories, vendors, delivery workflows, promotional features and business modules can be introduced as the platform grows.

5. DELIVERABLES, DEVELOPMENT PROCESS & BUSINESS VALUE

No.	Proposed Deliverable
01	Customer Mobile Application
02	Vendor / Seller Panel
03	Delivery / Rider Application
04	Super Admin Web Panel
05	Backend / API & Database
06	OTP Authentication
07	Product, Cart & Wishlist Modules
08	Checkout & Payment Integration
09	Order & Delivery Management
10	Coupons, Offers & Commission Management
11	Notifications, Ratings & Support
12	Customized UI/UX, Branding & Animations
13	Testing, Bug Fixing & Deployment Assistance

Development Process

Requirement Analysis → UI/UX Design → Prototype → Client Approval → Frontend & Backend Development → Integrations → QA Testing → Bug Fixing → Deployment

Business Value

Unified Operations	Customer, vendor, delivery and admin workflows operate through one connected ecosystem.
Better Customer Experience	Fast discovery, smooth checkout and transparent order tracking support customer confidence.
Marketplace Growth	Vendor onboarding and management provide a foundation for expanding product selection.
Operational Control	Centralized administration, analytics and order visibility help management make informed decisions.
Future Ready	Custom architecture allows the platform to evolve with new requirements and business opportunities.

Project Objective

To build a reliable, scalable and professionally branded e-commerce ecosystem that gives customers a seamless shopping experience, vendors powerful store-management tools, delivery partners a clear workflow, and the business owner complete operational control.

Next Step

After requirement confirmation, Digontom can prepare the final UI/UX scope, technical architecture, development timeline, milestone plan and commercial quotation for approval.

Scope & Commercial Note



Final features, third-party integrations, hosting, payment providers, delivery partners, app-store publishing requirements and commercial terms will be confirmed during requirement finalization and documented in the final Statement of Work.

Prepared by Digontom Private Limited

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