### USP for E-commerce Website & App Solution:

A complete e-commerce website & App typically includes a wide range of features to facilitate online selling, customer management, and transaction processing. Here are some common features found in a comprehensive e-commerce website:

1. **User Registration and Account Management:** User registration and login functionality Customer profile management

Order history and tracking Address book management Wishlist creation and management

1. **Product Catalog and Search:** Product categorization and filtering Product search functionality Product variations and options Product reviews and ratings

### Shopping Cart and Checkout:

Shopping cart functionality to add, remove, and modify products Payment Gateway options (credit card, PayPal, etc.)

Order summary and review before checkout

### Inventory Management:

Inventory tracking and stock management Low stock notifications and alerts Backorder management

Automated out-of-stock notifications to customers

### Pricing and Promotions:

Flexible pricing rules and discounts Coupon code management Promotional banners and pop-ups Dynamic rate function

### Secure Payment Processing:

Secure payment gateway integration (e.g., SSL certificate) PCI-DSS compliance for handling sensitive customer data Tokenization for secure storage of payment information Seamless payment processing and transaction confirmation

### Shipping and Order Fulfillment:

Integration with Delivery App

Shipping label generation and status tracking Order packing and fulfillment management

Order status updates and notifications to customers Returns at the time of delivery

### Customer Support and Communication:

Contact form or chat support

Order cancellation and modification requests

### Analytics and Reporting:

Sales and revenue reports Conversion tracking and analytics Inventory and stock reports Product selling Report

### Mobile Responsiveness:

Responsive design for optimal viewing across devices.

### Content Management System (CMS):

Content creation and management for pages, blog posts, etc. SEO-friendly URLs and meta tags

Integration with social media platforms Content scheduling and publishing

### Security and Data Protection:

SSL encryption for secure data transmission Regular backups and data recovery procedures Compliance with data protection regulations

### Social Proof and User Engagement:

Product reviews and ratings by customers Wishlists and saved carts for future purchases

### Integration with Third-Party Services: (Additional Scope)

Integration with Google Map Api. Integration with Delivery Boy Module.

### Features & Functions Module-wise details:

1. Admin Panel.
2. Live Dashboard.
3. Database of clients & records.
4. User Management. (Role wise)
5. Master Panel.
6. Order Booking Management.
7. Report Analytics.
8. Unique & Interactive UI Design.
9. Home Page.
10. About Us.
11. Contact Us.
12. Notification Panel.
13. Coupons Management.
14. Product Category.
15. Sales Transaction Report.
16. Billing Transaction Report.
17. Inquiry Form.
18. Cloud-Based Server Solution.
19. Doctor Panel.
20. Product Management.
21. Basic Inventory Management.
22. Data Analytics & Visualization.
23. Supplier Listing.
24. Sales Performance Analytics.
25. User Management with Roles & Rights.
26. Wallet Management for Users & Delivery boy.
27. Banner Images.
28. Pin code wise bifurcation.
29. Category Section.
30. Sub-Category Section.
31. Customer Database.
32. Cash & Online Payment mode.
33. Delivery Boy cash collection details.
34. Geo-Location for delivered product.
35. Subscription Plans.
36. B2C Platform.
37. Refer code for Doctor.
38. Delivery Boy Assigning.
39. Low Stock Product Details.
40. Product Order Limit.
41. Invoice Creation.
42. Withdrawal Request.
43. Payment Gateway Integration.
44. Route Management for Delivery.
45. Nutrition based Category.
46. Dynamic banner section in website.
47. Refer & Earn for Customer.
48. Expense entry.
49. Informative Website.
50. SEO Friendly.
51. Testing.
52. Deployment.